

WRITE OR DIE: THE ROMANTIC PERIOD

# KICKSTARTER ACTION PLAN

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# Introduction

Write or Die: The Romantic Period is the first of many games designed by Chase Bryan. Through his brand Desert Star, Chase plans to run a kickstarter to gain funding for game's first print and publishing.

## Objective

Receive sufficient funding for the first print of the card game.

## Goals

- Gain a minimum of 100 backers
- Raise \$xxxx (exact monetary goal will be determined after conversations with manufacturers)
- Build Reputation
- Network

# Strategies & Tactics

## Consistent Presence

- Weekly email updates
- Kickstarter Posts/Updates
- Promote on social media
- Host game local nights
- Post videos

## Encourage Interaction

- Post FAQ's
- Host an "Ask Me Anything" event
- Rewards and Swag
- Stretch Goals
- Create listing on Board Game Geek

## Increase Participation

- Email subscriptions
- Social links
- Website links
- QR Codes
- Attending conferences

## Professional Content

- Hire an artist for graphics and game art
- Landing page copy & artwork
- Video

# Stretch Goals

These add-on's will be available as the crowd funding reaches significant mile-markers.

- "Dead" token
- Scorecard & Pencil
- Upgraded component tray
- Dice Version\*
- Expansion Pack\*

\*Bonus Stretch Goals: These stretch goals will be announced on the second week of the Kickstarter.

# Swag Ideas

- Tote bag
- Pins
- Stickers
- T-shirt
- Lanyard
- Fountain Pen
- Branded pen

# Backer Rewards

Rewards will be given based on the amount of money backed to the campaign.

## **\$1 or more**

Pledge without reward.

## **\$5 or more**

Print and play version.

## **\$30 or more**

Copy of the published game.

## **\$50 or more**

Deluxe copy of the published game. This includes a limited edition box and additional cards.

## **Comment**

Comment on the Write or Die Kickstarter page, receive one downloadable wallpaper.

## **Share**

Share the Kickstarter page on social media, receive all downloadable wallpapers.

## **Early-Bird Special**

First 50 backers of \$50 or more will receive the Deluxe version of the game with a T-shirt and a romantic period poem printed with a Grandin printer.

# Timeline

## Pre-Campaign; 4 week countdown

### Week T-4

- Kickstarter page ready
- Gather emails

### Week T-3

- Promote page
- Email update - Game preview
- Gather emails
- Encourage Kickstarter page subscriptions
- Social posts

### Week T-2

- Gather emails
- Email update - Two weeks away from Launch!
- Social posts
- Post video promotion

### Week T-1

- Email update - Set your clocks! Launch starts next week
- Email update - Don't miss the early-bird special
- Social posts

# Timeline Cont.

## 30 day/4 week campaign

### Week 1

- Launch Kickstarter
- Launch party - live video, AMA
- Promote on social media
- Social stories
- Promote on Discord
- List on Board Game Geek

### Week 2

- Reveal bonus stretch goals
- Social posts - Bonus Stretch goals
- Email update - Bonus Stretch goals

### Week 3

- Email update - two more weeks!
- Social posts
- Kickstarter updates

### Week 4

- Email update - one more week!
- Email update - last day to donate!
- Kickstarter "Thank you"
- Social posts - last days, thank you's, etc.

# Evaluation Plan

The Write or Die Kickstarter has a lot of potential to gain sufficient funding for the first print run and even more. The themes of the game are strong and unique, which could help it receive a lot of traction.

Success of the Kickstarter will be determined by the amount of money raised, the number of backers who participated, the reputation Desert Star has built, and the network that Chase has created as a result.

Chase hopes to launch the Kickstarter by the end of 2023. I believe Chase will have a successful Kickstarter if he follows these steps, especially through keeping an active presence.

I will continue to assist Chase throughout the Kickstarter to ensure best practices are being used.