

# Top 10 Things To Do When Crowdfunding

That Aren't Refreshing The Page

12.22.2022 | [crowdfundr.com](https://crowdfundr.com)

# Creator-friendly crowdfunding platform

- **Yup, free!**
- **Powerful functionality**
- **People and planet first**
- **Get started right away**
- **Any size campaigns**



[crowdfundr.com](https://crowdfundr.com)

Exclusive  
webinars

Networking  
Events

Forums +  
toolkits

## CREATOR HUB by CROWDFUNDR

- Welcome, start here!
- ← Crowdfunder Home

### COMMUNITY

- Activity Feed
- Forums
- Groups
- Members
- Live Events

### ACADEMY

- Toolkits
- Exclusives and AMAs
- Live Training

### CONTACT US

- Feature Requests
- Bug Reports
- Support

Collaboration Crowdfunding Promotion Production Fulfillment

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Chris posted an update in the group Comics  
5 weeks ago

Howdy, all! My Will Eisner postcard set, with NEW quotes by Neil Gaiman, Diana Schutz, Mike Allred, and others, launches on July 1st! Here's a sneak peek: [https://ind.us/e21i38?ref=ab\\_2ALfB4\\_sh\\_5BJf84](https://ind.us/e21i38?ref=ab_2ALfB4_sh_5BJf84)

### Will Eisner: A Life in Postcards



Celebrate the life and work of pioneering comic book creator, graphic novelist, and creator Will Eisner in this limited postcard set. Made in conjunction with the Will Eisner Estate.

Agent\_Smith, deena and 1 other like this · 7 Comments

View previous comments

**David** 4 weeks ago  
Chris, this looks so great! I'm excited for your launch tomorrow. Do you want to put estimated shipping on all of the items? You have it on only one of them. Best of luck with the campaign and let me know how I can help!

**Chris** 4 weeks ago  
Thanks, David! It was a little tricky for me, but I think I got it figured out. I hope to launch around high noon tomorrow, if not sooner! 😊

**Chris** 4 weeks ago  
AND Will Eisner Postcards JUST launched. I have to admit, I'm used to getting more than one pledge after two hours of launch. Please feel free to share with your backers, and I can do the same for you!

**blackeyebooks** 4 weeks ago  
Away from KS, your own promotion is 1000% necessary, especially with Crowdfunder being so new. I'm confident the platform will attract more attention, but beat the bushes, use your mailing list, social media, etc. to make some noise!

### creative projects

Friday, Aug 12, 2022 11:00 AM  
Timezone:  
America/Vancouver

### Recent Discussions

- Retry failed payment** by blackeyebooks
- Questember Plans!** by JenVaughn
- The Unexplored Hoard** by Kage
- Shipping Info on Digital Rewards & Updating Payment Info** by markostack
- Digital Fulfillment Options** by PossibleWorldsGames
- Crowdfunder stickers for your campaign** by David
- So, you've launched your campaign. Now what?** by deena
- Editing/Creating rewards issue/bua** by Simon

Join the community: [crowdfunder.com/creatorhub](https://crowdfunder.com/creatorhub)

# Don't miss the upcoming TTRPG-focused webinars in 2023!



# Hello

Leon Barillaro / @Barilleon

- Game Designer
- Crowdfundr Spotlight Ambassador
- Ball of Anxiety



## The O Captain Campaign:

- Solo Journaling TTRPG
- 31 Days, Now Ongoing
- 240 Backers, \$10,000+
- Nearly 150% of our goal!

# Why Are You Clicking Refresh?

- Anxiety about meeting your goals
  - “Have I done enough?”
- The dopamine rush
- Need to “keep watch”



# Two Ways To Fight Back:

## Lean In

Do “work” on your campaign, and show your brain you ARE doing enough.

## Step Away

Take a break, and show your brain there’s more to life than a big number.



10.

# Post Again

Yes, Again

# 18 Minutes.

That's the average lifespan of a tweet.

You're not being annoying when you post a lot. I promise.

## **Content Ideas:**

- Celebrate milestones
- Tell an anecdote
- Thank your audience
- Look to the next milestone

9.

# Physical Activity

Get Up!

# Get Moving

## Dance Break!

Set a phone alarm with a song you love for the same time each day.

## Yoga

Improves circulatory health, flexibility, mindfulness, and a ton of other things.

## Juggling

Supposedly great for training your brain as well as keeping you moving.

## Cleaning

Cleaning your space gets you moving *and* helps you stay productive. Win-win!

## Go Outside

“Fart Around,” as Kurt Vonnegut would say. Unplug, take a walk, refresh your mind.

## Your Exercise Here!

This isn't about making time for a workout; it's about finding ways to move during your daily life.

8.

# Run a Demo

Your Game Is Fun; Prove It

I'd never played a solo RPG before demoing this game at **Big Bad Con**. I was amazed at how fun and beautiful it was. **O CAPTAIN** is a world you want to explore.

I had the intense privilege of playing this amazing game last night with \_\_\_\_\_, with the amazing creator [@barilleon](#) as the story teller and let me tell you:

I have not played such a beautiful, thematic, lovely game before!

Hello nerds! I got a chance to play this recently and I was blown away! You make dice constellations, go on quests, make tough choices and justify them with story beats! This isn't an ad, I wasn't asked to post this, I just really like this game!!

The best way to learn a new game is to play it. You'll get a lot of traction making connections at the gaming table.

7.

# Secure Cross-Promotion

Who Else Is Funding?

# Reaching out

- Find similar projects to yours on the crowdfunding platform of your choice and plan cross-promotional updates.

**CREATOR HUB**  
by crowdfundr


crowdfundr

Search all

Trending Most recent Ending soon Ended Ongoing Near me

Categories

- All categories
- Art
- Collectibles & Toys
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games**
- Journalism
- Music & Audio
- Theater
- Writing

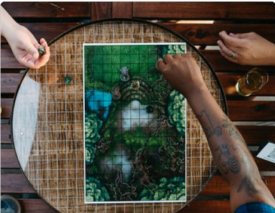


**O Captain: The Solo Journaling Game of Stories, Stars and the Sea**

by Leon Barillaro  
Los Angeles, US

O Captain is a solo journaling ttrpg where you play a ship's captain lost at sea with only

**\$10.6k** Raised **49** Days running



**The Blooms That Feed on Fire, a 5e Adventure by Portland's First TTRPG Brewpub**

by TPK Brewing, LLC  
Portland, US

TPK Brewing Co. will be launching

**\$29.8k** Raised **49** Days running



6.

# Journal It Out

On Real, Physical Paper

# Here are some prompts

How have I **surprised myself** during this process?  
What have I **learned**?

What are my **fears** surrounding this journey? Who can I turn to for **support**?

Visualization: **What does success look like** to me? How will I know I've achieved it?

What is one thing I am **excited for** in the next month?

What are **ten things I've accomplished** since starting this journey?

Who do I have to **thank** for being here? How can I express my **gratitude**?

**5.**

# Explore New Social Media

You Never Know...

# Have You Considered...



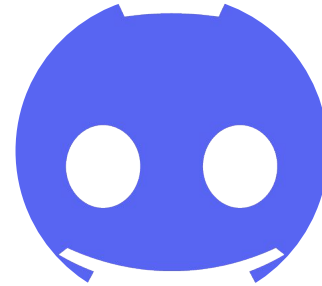
## LinkedIn

What are all those connections for if not this?



## TikTok

If you're not doing video...start now.



## Discord Servers

How can you leverage the communities you're in?

4.

## Lean On Your Crew

Call your friends and tell them you love them!

# ASK FOR HELP

Schedule and honor a weekly get-together with friends. Ask your friends to reach out regularly during the process. Make time to be social.



**3.**

# Catch Up On Admin Work

Hit Inbox Zero

# Have you done these things?

## Keep a Content Calendar

- Milestone Updates
- Social Media Posts
- Pre-Write as much as you can

## Correspondence

- Answer questions from supporters
- Keep your FAQ updated

## Next Steps

- “Keep It All” campaigns let you start getting money immediately.
- What can you do NOW do make next month easier?



2.

## Engage In a Hobby...

...that has NOTHING to do with game design.

# Unplug to save battery

## Learn Something



## Create Something



## Experience Something



1.

# Let Yourself Feel Anxious

In other words... CHEAT

# Go ahead:

## Refresh the Page

- Feel Your Feelings! They're not going to go away.
- Schedule campaign check-in times
  - If you work with the "Pomodoro" method, check your campaign on your breaks.
- Plan around this anxiety and give yourself more time than usual to complete tasks.

You're going through a lot right now, but you're GOING THROUGH IT.

# Thanks!



## Any questions?

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