

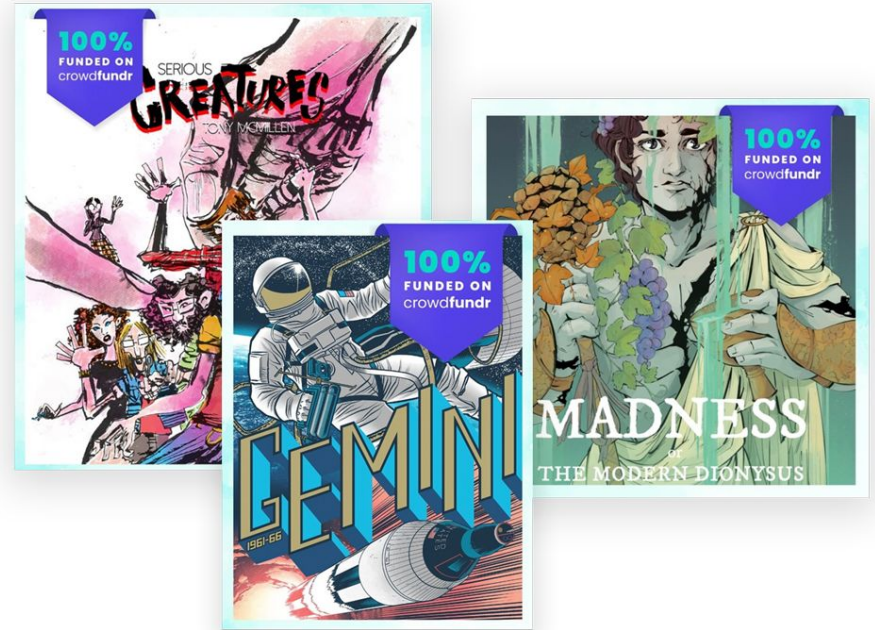
# Shipping Smarter

Expert tips on reducing costs for  
your crowdfunding campaign

05.09.2024 | [crowdfundr.com](https://crowdfundr.com) | [fulfillrite.com](https://fulfillrite.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

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## CREATOR HUB by CROWDFUNDR

- Welcome, start here!
- ← Crowdfunder Home

### COMMUNITY

- Activity Feed
- Forums
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### ACADEMY

- Toolkits
- Exclusives and AMAs
- Live Training

### CONTACT US

- Feature Requests
- Bug Reports
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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)



# Hello

## Brandon Rollins

Director of Marketing at Fulfillrite





# About Fulfillrite

- Founded in 2010
- Specializing in crowdfunding & eCommerce fulfillment
- Based in Lakewood, NJ & Salt Lake City, UT

# How Do You Get Your Campaign To Backers?

In this presentation, we'll cover:

- Saving money on shipping
- Calculating shipping costs
- Freight vs. fulfillment
- International shipping do's and don't's
- Services to use
- Should you ship on your own?



# How to save money on shipping costs

Unless you really want to spend all your Crowdfundr money on postage

# Save Money On Shipping

## Small Products

Make the product as small and light as possible without sacrificing quality.

## Nearby 3PLs

Choose 3PLs close to backers. Shorter shipping distances are much cheaper.

## Good Packaging

Optimize packaging to prevent damage and to keep the package small and light.

## Customs Info

Collect all customs information upfront to minimize delays and extra costs.

## Discount Postage

Don't buy postage at the post office or UPS store - buy from a discount postage firm.

## Compare Prices

Whether you ship yourself or hire a 3PL, compare prices on postage and services.



# How to calculate shipping costs for your crowdfunding campaign

Instead of guessing and hoping for the best

# 4 Types of Shipping Costs

## Freight Costs

Transporting product from manufacturer to fulfillment center.

## Postage Costs

Costs you'll face when mailing or shipping rewards to your backers.

## Customs Costs

When you're importing goods from overseas, you might have to pay import duties and taxes.

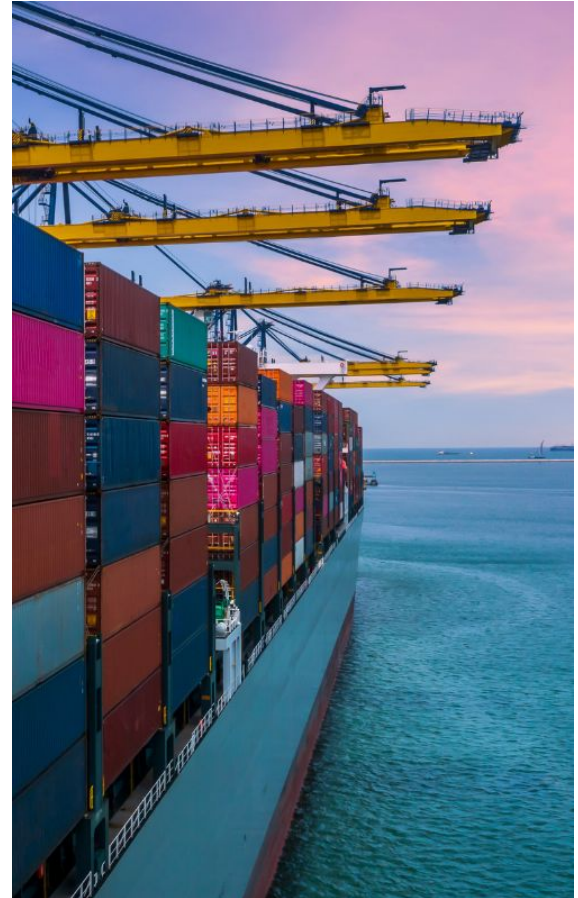
## Fulfillment Costs

These include the costs associated with packaging, handling, and managing logistics.



# Freight Costs

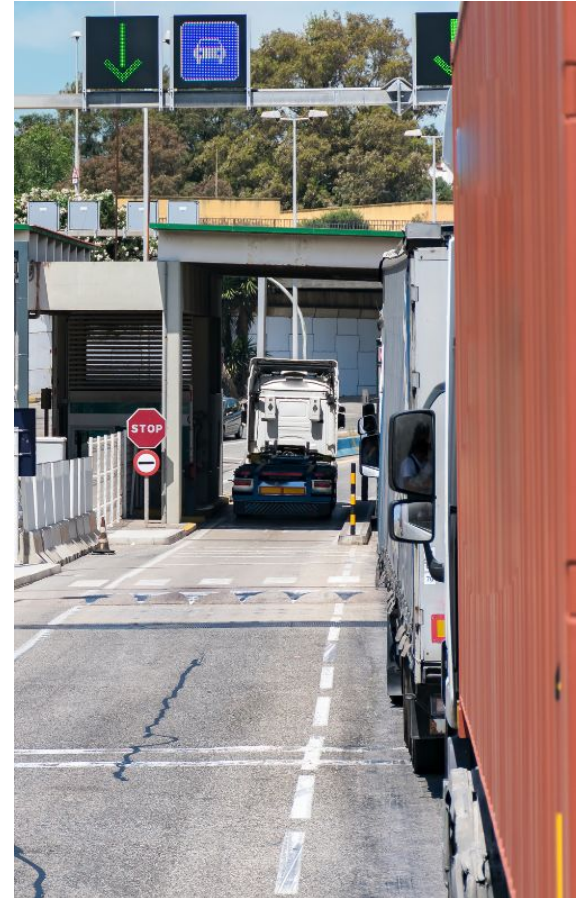
- Affected by size and weight of product
- Also affected by location of manufacturer and fulfillment center
- Get freight quote in advance, but know it can fluctuate
- Do this using online tool such as Freightos



# Customs

## Costs

- Figure out product's HS code
- Figure out where product needs to go
- Look up customs charges through an online calculator



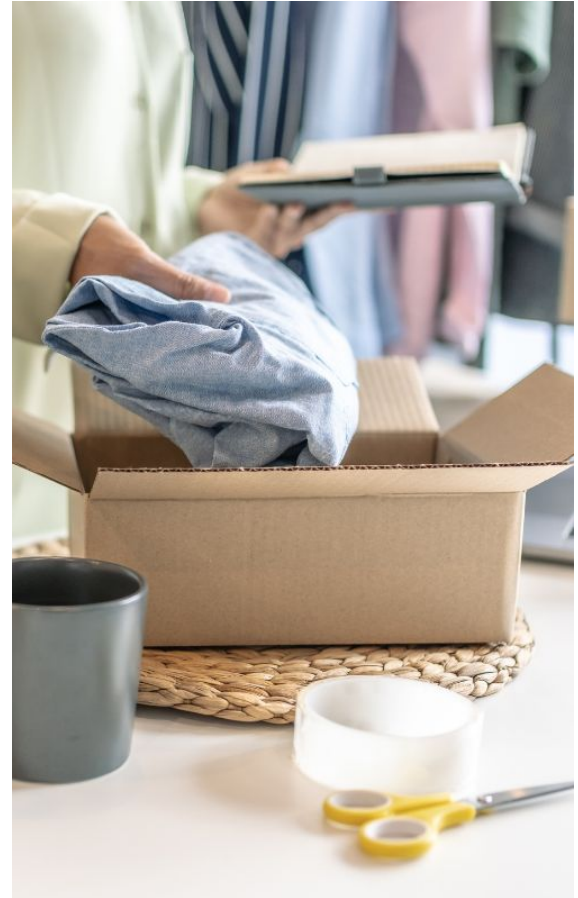
# Postage Costs

- Size and weight of the product are really important here
- Sending items internationally dramatically boosts costs
- Get quotes in advance from either 3PL or, if self-shipping, the market you will be buying postage from



# Fulfillment Costs

- The complexity of your rewards and number of backers you have will influence these costs
- Make a spreadsheet and estimate cost to ship different quantities of items
- Ask for quotes from multiple 3PLs
- If self-shipping, thinking about the cost of packaging and the value of your time



# What's the difference between freight and fulfillment?

Thinking of these two processes as separate will make your life a lot easier

# THE SUPPLY CHAIN



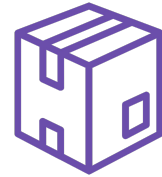
**Manufacturing**



**Freight**



**Customs**



**Order Fulfillment**



# Let's Define Terms

## Freight

Sending bulk shipments of rewards somewhere for further processing.



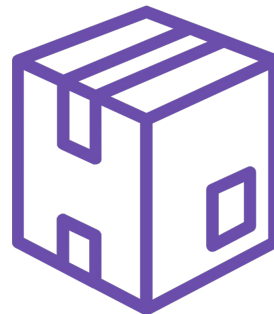
## Customs

Getting rewards across international borders.



## Order Fulfillment

Prepping rewards to send out by mail to backers.



# Do's and dont's of international shipping

Life is easier when the customs agencies are on your side

# 5 Common International Shipping Mistakes

## Phone Numbers

You need phone numbers for international shipping. Don't forget to collect them!

## Shipping Delays

These are very common - make sure you expect to encounter them and set expectations accordingly.

## Customs Paperwork

Inaccurate customs paperwork can lead to delays, extra exams, and even having goods impounded.

## Overdoing International Shipping

If you have a lot of items to ship across the globe, try to make sure that as many backers as possible are served by fulfillment centers close to them. International shipping is expensive!

## Splitting Inventory Too Much

But don't go overboard and split your inventory between too many warehouses. That can increase freight costs and become complex to manage. You need to find a balance!

# Helpful sites you can use when shipping

Here are a few names you can Google to help you get started

# Helpful Websites For Shipping

## [Freightos](#)

Painless global freight rate comparison and shipment management for 13,000+ importers and exporters.

## [ShipStation](#)

Ship with confidence knowing you're getting savings of up to 89% off from top carriers like UPS, DHL, and USPS.

## [SimplyDuty](#)

Use this quick tool to calculate import duty & taxes for hundreds of destinations worldwide.

## [UPC Codes \(GS1\)](#)

Barcodes from GS1 US provide an authentic way to uniquely identify your products.

## [Stonemaier Games](#)

A classic resource, and still one of the most up-to-date free compilations of Kickstarter advice.

# Should you ship yourself or with a 3PL?

Obviously, we're on Team 3PL at Fulfillrite, but both options can work in the right scenarios

# SELF-SHIP OR 3PL?

Both self-shipping and hiring a 3PL can work in the right situations.

Choosing the right path comes down to priorities.



# Making the choice

- For self-fulfillment, ask yourself:
  - Do you have the time to ship all the orders?
  - Do you have enough space for the inventory?
  - Do you know to handle all the shipping processes?
  - How does the cost compare to hiring a 3PL?
- Typically best for:
  - Small campaigns with under 250 orders
  - Campaigns without a lot of international shipping



# Self-Fulfillment Game Plan

- ❑ Make room in your home or office
- ❑ Take the weekend off or ask some friends to help
- ❑ Get a label printer (or at least adhesive labels)
- ❑ Get boxes, bubble wrap, and other packing supplies
- ❑ Find a discount postage provider online (PayPal, EasyShip, etc.)
- ❑ Pack items
- ❑ Drop them off at the post office or UPS/FedEx
- ❑ Handle customer service inquiries

# 3PL Hiring

## Game Plan

### Things to Do:

- Vet every warehouse for good quality service
- Provide product information
- Coordinate shipment receiving
- Decide what kind of packing material should be used
- Provide backer information
- Handle customer service inquiries

### Qualities to Look For:

- Communication quality
- Software and integrations
- Inventory management
- Online reviews
- Niche
- Pricing



# Thanks!

Any questions?

**Website:** [www.fulfillrite.com](http://www.fulfillrite.com)

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**Facebook/LI:** @FulfillriteNJ

**Email:** [marketing@fulfillrite.com](mailto:marketing@fulfillrite.com)