

DANA LOMBARDY of **LOMBARDY STUDIOS** ran or been a team member for five successful Kickstarter (KS) projects.

Here are links to Dana's most two recent Kickstarter campaigns and their post-Kickstarter BackerKit pre-order stores. Dana used BackerKit to collect the shipping fees from the KS backers, to sell additional items to those KS backers, and also to get additional orders from people who missed the KS.

MacGowan & Lombardy's *The Great War*™ solitaire and 2-player card game

508 backers \$26,611 in pledges / 50 extra pre-orders, \$17,527 in BackerKit income

<https://www.kickstarter.com/projects/danalombardy/macgowan-and-lombardys-the-great-war-fast-playing-card-game>

https://the-great-war-card-game.backerkit.com/hosted_preorders

Interview with Dana on what went wrong with the card game Kickstarter (this starts at **43:48** in the video):

https://www.youtube.com/watch?v=-m4geWRe__c



The Art of Keith Rocco – *WATERLOO: Napoleon's Last Army* art book

406 backers \$52,294 in pledges / 65 extra pre-orders, \$35,043 in BackerKit income

<https://www.kickstarter.com/projects/danalombardy/waterloo-napoleons-last-army/>

https://waterloo-napoleons-last-army.backerkit.com/hosted_preorders

NOTE:

There are other crowdfunding sites, such as Indiegogo.com, and other pre- and post-Kickstarter marketing companies similar to BackerKit. Research which crowdfunding platform is best for your project, and if a third-party marketing company can help.

Here are some pages on BackerKit that are useful for new and veteran crowdfunding entrepreneurs –

BackerKit LAUNCH: <https://help.backerkit.com/article/562-562>

Doing Ads to Get Backers <https://www.backerkit.com/blog/kickstarter-lead-ads/>

A Road Map to Starting a Crowdfunding Campaign:

<https://www.backerkit.com/blog/tabletop-games-crowdfunding-roadmap>

BackerKit's Facebook Page: <https://www.facebook.com/groups/tabletopgamescrowdfunding>

YOU WILL NEED A FACEBOOK PAGE AND A WEB "LANDING" PAGE FOR YOUR PRODUCT/PROJECT

Submitting your Kickstarter page for review: <https://bit.ly/3ooE84e>

How to turn social media followers into project backers: <https://bit.ly/3uzHS3V>

A crash course in Crowdfunding Marketing & Advertising:

<https://www.crowdcast.io/e/backerkit-crowdfunding-marketing-advertising-2021/1>

Here is the link to Dana's Lombardy Studios website: <https://lombardystudios.com/>