

AURELIUM PRESS

AUTHOR PROVENANCE + CROWDFUNDING LAUNCH KIT

Document your creative process. Build a fundable book campaign. Turn reader interest into prepublication revenue.

INSIDE AI-use disclosure • provenance record • Kickstarter readiness assessment • budget and funding worksheets • reward planner • campaign-page template • timeline • prelaunch emails • content prompts

A practical workbook for independent authors

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Companion file included: Campaign Budget + Funding Goal Calculator

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IMPORTANT This kit helps authors preserve records and communicate their process. It does not authenticate, certify, or legally prove human authorship. A disclosure is a transparency statement—not an independent verification. Keep original source files, dated drafts, contracts, receipts, correspondence, and platform records in secure storage.

No guarantee

Crowdfunding results depend on audience readiness, positioning, campaign quality, pricing, timing, outreach, fulfillment, and other factors. This kit does not guarantee funding, sales, media coverage, platform approval, or legal protection. Platform rules, fees, and policies change; confirm current requirements before launch.

How to use this kit

1. Complete the provenance record while you develop the book; do not reconstruct details you cannot support.
2. Take the readiness assessment before choosing a launch date.
3. Build the budget and reward economics in the companion calculator.
4. Draft the campaign page, emails, and content using the templates.
5. Run the final go/no-go review before publishing the campaign.

Quick-Start Road Map

Phase	Primary Output	Decision
1. Document	Creative Process Record + AI-use disclosure	Can you communicate your process accurately and confidently?
2. Validate	Readiness score + audience evidence	Do you have enough warm support to launch?
3. Model	True project cost + minimum viable goal	Can the campaign fund production and fulfillment?
4. Design	Offer, rewards, page, timeline	Is the campaign simple enough to understand and deliver?
5. Prelaunch	Lead list, emails, content, commitments	Can you create early momentum?
6. Launch	Daily promotion + tracking	Are you prepared to communicate and adjust?
7. Fulfill	Production, updates, delivery, closeout	Can you protect trust after funding?
OPERATING PRINCIPLE Crowdfunding is not “posting a book and hoping.” It is a concentrated preorder campaign built on trust, a clear offer, realistic economics, and sustained outreach.		

Your working targets

Book / project title

Proposed campaign launch date

Proposed campaign length

Primary campaign outcome beyond revenue

PART I | AUTHOR PROVENANCE

Document the Work Behind the Work

Provenance is the traceable history of how a creative work developed. For an author, that history may include notes, outlines, drafts, revision files, research records, editorial correspondence, recorded dictation, version histories, and production contracts. The goal is not to perform authenticity. The goal is to preserve an honest, supportable record.

What strong documentation can do

- Help you answer reader, retailer, media, collaborator, or contest questions consistently.
- Separate your original decisions from third-party and AI-assisted contributions.
- Support behind-the-scenes campaign storytelling with concrete evidence.
- Make acknowledgments, rights records, and production credits easier to manage.

What it cannot do

- Guarantee that another party will accept your statement or evidence.
- Replace legal advice, copyright registration, contracts, or permissions.
- Make a misleading “human-authored” claim safe or credible.

BEST PRACTICE Write narrowly and factually. “I used a grammar checker after drafting” is more credible than “No technology touched this book” if the latter is not literally true.

Creative Process Documentation Checklist

Concept + planning

- ☐ Dated idea notes, journal entries, voice memos, or pitch drafts
- ☐ Outlines, beat sheets, chapter maps, research questions
- ☐ Early title, subtitle, audience, and positioning notes

Drafting

- ☐ Successive manuscript files with dates or version history
- ☐ Writing-session logs or milestone notes
- ☐ Dictation transcripts or handwritten pages, if used

Research + permissions

- ☐ Source list and research notes
- ☐ Interview dates, recordings, releases, and correspondence
- ☐ Permission records for quotations, images, lyrics, or contributed material

Editorial development

- ☐ Editor or beta-reader agreements
- ☐ Editorial letters, comments, redlines, and revision responses
- ☐ A change log explaining major author decisions

AI + software use

- ☐ Tools used and the purpose of each
- ☐ Prompts/outputs retained when material influenced the work
- ☐ Author review, rejection, revision, and fact-check notes

Production

- ☐ Cover, illustration, narration, translation, and formatting contracts
- ☐ Contributor credits and licensing terms
- ☐ Final proof, publication files, ISBN, and upload records

Where will you store the master provenance folder?

Backup location

Creative Process Record

Milestone / Date	What I created or decided	Evidence retained
Idea / concept		
Research plan		
Outline / structure		
First-draft start		
First-draft completion		
Developmental revision		
Line/copy edit		
Proof / production		
Final publication file		

Major creative decisions

Decision	Why I made it	Where it appears

AI-Use Inventory

List tools by function, not by assumption. Include generative tools and embedded features if they materially affected wording, ideas, images, audio, translation, research, or production.

Tool / feature	Purpose	Material retained?	Author action
		☐ Yes ☐ No	☐ Accepted ☐ Revised ☐ Rejected
		☐ Yes ☐ No	☐ Accepted ☐ Revised ☐ Rejected
		☐ Yes ☐ No	☐ Accepted ☐ Revised ☐ Rejected
		☐ Yes ☐ No	☐ Accepted ☐ Revised ☐ Rejected
		☐ Yes ☐ No	☐ Accepted ☐ Revised ☐ Rejected

Accuracy review

- ☐ My statement distinguishes idea generation, drafting, editing, research, translation, and asset creation.
- ☐ I can support every specific statement with records I retained.
- ☐ I have not described AI-assisted text or imagery as wholly human-created.
- ☐ I checked current disclosure requirements for relevant platforms, contests, publishers, and distributors.

Author AI-Use Disclosure Builder

Choose the narrowest truthful model and customize it. Do not copy a template that does not match your process.

Model A | No generative AI used in the book

TEMPLATE [Book Title] was conceived, researched, drafted, and revised by [Author Name]. No generative AI was used to create the manuscript or its [cover/interior illustrations, if accurate]. Standard non-generative writing, formatting, spelling, and grammar tools may have been used during production.

Model B | Limited assistance, no generated prose retained

TEMPLATE [Author Name] wrote and revised [Book Title]. During development, [tool/category] was used for [brainstorming/research organization/grammar review]. AI-generated prose was not incorporated into the final manuscript [if accurate]. The author independently evaluated, verified, and made all final creative decisions.

Model C | Generated material informed or appears in the work

TEMPLATE [Author Name] directed and edited [Book Title]. Generative AI was used for [specific function and scope]. The author selected, substantially revised, fact-checked, and takes responsibility for the final content. Additional human contributors include [editor/designer/illustrator/narrator].

Your working disclosure

Disclosure Placement + Consistency Check

Location	Needed?	Final wording / action
Copyright page	☐ Yes ☐ No	
Campaign page / FAQ	☐ Yes ☐ No	
Retailer or distributor fields	☐ Yes ☐ No	
Website / media kit	☐ Yes ☐ No	
Contest, award, or grant entry	☐ Yes ☐ No	
Contributor agreements / credits	☐ Yes ☐ No	

- ☐ Terminology is consistent across every public-facing location.
- ☐ Claims about text, cover art, illustrations, audio, and translation are separately accurate.
- ☐ The statement centers author responsibility rather than using vague claims such as “AI helped.”
- ☐ I have a dated copy of the final disclosure and the evidence supporting it.

Final disclosure approval date and reviewer

PART II | CAMPAIGN READINESS

Kickstarter / Crowdfunding Readiness Assessment

Score each statement: 0 = not started, 1 = weak, 2 = developing, 3 = ready. Enter the scores in the companion calculator for an automatic result.

Category	Readiness statement	Score 0–3
Audience	I can identify a specific reader and the transformation, experience, or identity the book offers.	
Audience	I have an email list, community, customer base, event audience, media reach, or partner network I can contact directly.	
Audience	I can name likely first-day backers and have permission to contact them.	
Offer	The campaign has a clear reason to fund now rather than wait for retail release.	
Offer	Reward tiers are easy to compare and tied to the book or author experience.	
Offer	Pricing covers unit cost, packaging, shipping risk, fees, and contingency.	
Proof	The manuscript is complete or far enough along to support a credible schedule.	
Proof	I can show tangible progress: samples, cover concept, endorsements, editorial work, or production partners.	
Proof	My provenance and AI-use statements are accurate and supportable.	
Campaign	I have a strong campaign hook, story, visuals, and clear call to action.	
Campaign	I can produce a short campaign video or a credible visual alternative.	
Campaign	I have at least 4–6 weeks for prelaunch preparation.	
Promotion	I have a segmented outreach list and a prelaunch email sequence.	
Promotion	I can publish useful behind-the-scenes content without repeating the same sales message.	
Promotion	I have identified partners, podcasts, events, reviewers, or communities for outreach.	
Fulfillment	I have written quotes or reasonable estimates for production and fulfillment.	
Fulfillment	I understand domestic/international shipping scope and tax/compliance questions requiring professional advice.	
Fulfillment	I can communicate delays and deliver backer updates after funding.	

Readiness Result + Go/No-Go Decision

Score	Meaning	Recommended action
45–54	Launch-ready with normal refinement	Finalize economics, creative assets, commitments, and launch calendar.
34–44	Promising but exposed	Resolve the lowest category and validate first-week support before setting a public date.
22–33	High launch risk	Build audience, simplify the offer, and secure production estimates before launch.
0–21	Do not launch yet	Treat the next 30–60 days as validation and audience-building, not campaign execution.

HARD STOP Do not launch solely because a date was announced. Delay if the campaign cannot fund production at the proposed goal, fulfillment is uncertain, the manuscript schedule is not credible, or you cannot identify a realistic first wave of backers.

Total readiness score

Lowest category and corrective action

Go / no-go review

- ☐ GO: Economics, audience, offer, assets, and fulfillment are sufficiently ready.
- ☐ CONDITIONAL GO: I will launch only after completing the corrective actions below.
- ☐ NO-GO: I will move the date and build the missing foundation.

Corrective actions, owners, and deadlines

Audience Evidence Worksheet

Audience source	Reach / count	Engagement evidence	Likely backers
Email list			
Clients / customers			
Social community			
Speaking / event audience			
Partner organizations			
Media / podcast relationships			
Personal network			

First-wave commitment list

Estimate conservatively. A follower is not a backer, and a verbal “sounds great” is not a commitment.

Name / segment	Likely tier	Commitment status	Follow-up date

PART III | CAMPAIGN ECONOMICS

Production Budget Worksheet

Use written quotes where possible. Enter the detailed amounts in the companion calculator; use this page for planning notes and approvals.

Cost category	Fixed / variable	Estimate	Source / assumption
Editing + proofreading	Fixed		
Cover + interior design	Fixed		
Illustration / photography	Fixed		
Campaign video + creative assets	Fixed		
Printing setup / proofs	Fixed		
Book manufacturing	Variable		
Reward components	Variable		
Packaging + labels	Variable		
Fulfillment labor / service	Variable		
Shipping subsidy	Variable		
Promotion / ads / events	Fixed		
Platform + payment fees	Variable		
Taxes / professional advice	Fixed / variable		
Contingency reserve	Calculated		

USE THE CALCULATOR The companion Excel Workbook separates fixed costs, per-unit costs, fees, and contingency so the funding goal is not understated. Replace every sample assumption before relying on the output.

Funding Goal Worksheet

A defensible goal is the minimum amount needed to produce and fulfill the promised campaign—not the amount that sounds impressive.

Step	Amount / answer
1. Fixed project and campaign costs	
2. Estimated variable production + fulfillment costs	
3. Contingency reserve	
4. Net funding needed before percentage-based fees	
5. Fee-adjusted minimum viable goal	
6. Rounded public goal	
7. Average expected pledge	
8. Approximate backers required	

Goal stress test

- ☐ The goal still works if manufacturing or shipping costs increase.
- ☐ The average pledge is supported by the planned reward mix—not wishful thinking.
- ☐ The backer count is credible relative to my warm audience and conversion assumptions.
- ☐ Stretch goals will not create unfunded scope, complex fulfillment, or margin collapse.

Why this goal is credible

Preorder vs. Crowdfunding Decision

Consideration	Retailer preorder	Crowdfunding campaign
Primary strength	Simple purchasing through a familiar retailer	Upfront funding, bundles, community participation, and campaign storytelling
Primary weakness	Limited flexibility and little upfront production funding	High preparation, promotion, communication, and fulfillment burden
Best fit	Audience already wants the standard book edition	Offer has urgency, exclusivity, mission, access, or collectible value
Revenue timing	Platform-dependent payout and reporting	Campaign/platform-dependent collection and payout
Fulfillment	Retailer/distributor may handle standard orders	Creator owns or coordinates reward fulfillment
Data + relationship	Often limited customer data	Potentially stronger direct backer relationship, subject to platform rules

RECOMMENDATION Choose crowdfunding when the campaign itself adds value: special editions, community participation, mission alignment, access, or meaningful behind-the-scenes involvement. If the only offer is “buy my paperback early,” a simple preorder may be the cleaner strategy.

Chosen model and why

PART IV | OFFER + REWARDS

Campaign Positioning Statement

Complete this sentence before naming tiers or writing the campaign page:

FORMULA For [specific reader/community], [Book Title] is a [genre/format] that delivers [experience, solution, or meaning]. Backers should support it now because [credible urgency, participation, exclusivity, or mission].

Working positioning statement

Campaign promise

What will exist because backers fund this campaign?

What will backers receive or experience that retail buyers will not?

What proof shows you can deliver?

Reward-Tier Planner

Tier + price	Backer value	Included items	Est. cost	Delivery risk
Supporter / thank-you				
Digital edition				
Print edition				
Signed / premium				
Collector edition				
Book club bundle				
Experience / sponsor				

Reward design rules

- Start with a small number of clear tiers; complexity creates decision friction and fulfillment errors.
- Anchor the offer around the book. Add merchandise only when it strengthens meaning and margin.
- Limit high-touch tiers by your real capacity, not by hoped-for demand.
- Define shipping, personalization, event, access, and delivery restrictions explicitly.
- Calculate margin by tier in the companion workbook before publishing prices.

Reward Fulfillment Risk Audit

Risk question	Yes / No	Mitigation
Does any tier require custom manufacturing?		
Does any tier contain fragile, heavy, oversized, or regulated items?		
Will personalization create manual tracking?		
Does delivery depend on a third party or live event?		
Could rights, permissions, or contributor approvals delay production?		
Are international shipping and customs intentionally scoped?		
Could a stretch goal increase unit cost for every backer?		
Is any delivery date dependent on an unfinished manuscript?		
SIMPLIFY If a reward requires a paragraph to explain, a spreadsheet to track each backer's variations, or a margin you cannot calculate, redesign it before launch.		

Rewards to remove, limit, or simplify

Campaign-Page Template

1. Hero section

Headline: name the book and the outcome, experience, or mission

One-sentence pitch

Primary visual / video concept

2. The reason to care

Open with the reader problem, desire, identity, or story—not your résumé

3. The book

Genre, format, reader promise, short synopsis, and what makes it distinct

Campaign-Page Template | Continued

4. Why crowdfunding + why now

Explain what funding unlocks and why participation matters before release

5. What backers receive

Summarize the core tiers and direct readers to the reward menu

6. Proof + process

Show manuscript status, editorial/production work, samples, endorsements, partners, and provenance

Campaign-Page Template | Continued

7. Budget + use of funds

Explain the major cost categories in plain language

8. Schedule

List production milestones and delivery window with reasonable buffer

9. Risks + challenges

Name realistic risks and how you will manage them; avoid boilerplate reassurance

10. Author + team

Establish relevant experience, partners, and accountability

11. Call to action

Ask readers to back, choose a tier, and share with one specific community

Campaign-Page Quality-Control Checklist

- ☐ The first screen identifies the book, reader, value, and call to action.
- ☐ The page explains why support is needed before release.
- ☐ The manuscript and production status are stated accurately.
- ☐ Images are readable on mobile and do not contain dense text.
- ☐ Each reward description matches the tier settings and calculator.
- ☐ Estimated delivery dates match the production timeline.
- ☐ The budget narrative matches the funding goal.
- ☐ AI-use and contributor disclosures are accurate and consistent.
- ☐ Risks are specific, credible, and paired with mitigation.
- ☐ No claim promises bestseller status, investment return, guaranteed media, or guaranteed outcomes.
- ☐ The page has been proofread by someone who did not write it.
- ☐ Every external link, image right, credit, and permission has been checked.

Final corrections before publication

Campaign Video Blueprint

Time	Purpose	Talking point / visual
0–10 sec.	Pattern interrupt + promise	Name the reader, book, and reason to care.
10–35 sec.	Human story	Explain why you are creating this book and why it matters now.
35–60 sec.	Book + proof	Show the book, sample, progress, collaborators, or endorsements.
60–85 sec.	Offer	Explain what backing funds and highlight the core reward.
85–110 sec.	Trust	State status, schedule, and your plan to deliver.
Final 10 sec.	Direct ask	Ask viewers to back and share with a specific person or community.

Working script

Opening

Story + book promise

Funding + offer

Trust + call to action

PART VI | TIMELINE + EXECUTION

Eight-Week Prelaunch Timeline

Timing	Primary objective	Required outputs
Week 8	Validate foundation	Readiness score, audience definition, manuscript status, provenance folder
Week 7	Lock economics	Production quotes, cost model, funding goal, shipping scope
Week 6	Design offer	Tier structure, pricing, limits, fulfillment plan
Week 5	Build campaign	Page draft, video plan, visuals, FAQ, risks
Week 4	Activate warm audience	Commitment outreach, partner pitches, prelaunch page, email signup
Week 3	Produce proof	Video/assets, samples, endorsements, behind-the-scenes content
Week 2	Test + correct	Page review, mobile check, economics recheck, fulfillment audit
Week 1	Mobilize first wave	Launch-day commitments, email schedule, social posts, monitoring plan

Campaign Execution Calendar

Date	Milestone / message	Channel / owner	Status
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐

Key launch moments

- ☐ Launch-day email and personal outreach
- ☐ Early-momentum update or milestone
- ☐ Mid-campaign story / proof refresh
- ☐ Partner, podcast, event, or community activation
- ☐ 48-hour reminder sequence
- ☐ Final-day communications
- ☐ Thank-you and post-campaign expectations update

Launch-Day Operations Sheet

Time block	Action	Owner	Completed
Before launch	Final page, links, tiers, limits, dates, and mobile view checked		☐
Hour 0	Publish campaign and test a real pledge path		☐
Hour 0–2	Send launch email and priority personal outreach		☐
Hour 2–6	Respond to comments/questions; correct confusion		☐
Hour 6–12	Publish proof or behind-the-scenes content		☐
End of day	Record pledges, traffic, tier mix, messages, and objections		☐
Next morning	Thank backers; update outreach based on evidence		☐

DO NOT IMPROVISE THE FUNDAMENTALS Avoid changing reward costs, scope, delivery promises, or campaign claims under launch pressure without recalculating the consequences.

Day-one target

First-wave people / segments

Decision trigger if results are below plan

Campaign KPI Tracker

Date	Pledged	Backers	Avg. pledge	Top source	Next action

Interpretation prompts

Which message or source is producing qualified backers?

Which tier is over- or under-performing, and what does that reveal?

What question or objection appears repeatedly?

What will we test or change next—without weakening delivery economics?

Five-Email Prelaunch Sequence

Email 1 | The invitation (3–4 weeks before)

SUBJECT IDEAS I'm building [Book Title] with readers • A first look at what I'm creating

Purpose: Introduce the reader-centered premise and invite people to follow the campaign. Do not ask for money yet.

Draft

Email 2 | The story + process (2–3 weeks before)

SUBJECT IDEAS The work behind [Book Title] • Why this book needed to exist

Purpose: Share a specific origin moment, creative decision, draft artifact, or research insight. Connect transparency to the book's value.

Draft

Email 3 | The offer preview (7–10 days before)

SUBJECT IDEAS A preview of the [Book Title] editions • Which version would you choose?

Purpose: Preview the core tiers, explain any limited quantity honestly, and gather questions before launch.

Draft

Email 4 | Launch day

SUBJECT IDEAS [Book Title] is live • Help bring [reader promise/mission] to life

Purpose: Lead with the campaign value, state what funding enables, provide one primary link, and make a direct ask.

Draft

Email 5 | Final 48 hours

SUBJECT IDEAS 48 hours left to join [Book Title] • Last call for [specific edition/experience]

Purpose: Give a factual deadline, show progress or proof, restate who the book is for, and invite backing or a targeted share. Avoid manufactured panic.

Draft

Email Quality-Control Checklist

- ☐ Each email has one primary purpose and one primary link.
- ☐ The opening speaks to the reader, not only the author's achievement.
- ☐ Claims, deadlines, limits, and availability are factual.
- ☐ The sequence includes story, proof, value, and a direct ask.
- ☐ Personal outreach is sent individually—not disguised as a mass message.
- ☐ Recipients have a legitimate relationship or permission basis for contact.
- ☐ Each email is readable on a phone and uses short paragraphs.
- ☐ The campaign name, URL, dates, and reward language are consistent.
- ☐ Unsubscribe and sender-identification requirements are handled by the email platform and applicable law.

Audience segments and message variations

PART VIII | BEHIND-THE-SCENES CONTENT

30 Content Prompts

#	Prompt	Hook / asset / date
1	The first note, sentence, or question that started the book	
2	A page from the outline—and what changed	
3	A research surprise that redirected the manuscript	
4	One scene or chapter that was cut and why	
5	Before-and-after revision showing a creative decision	
6	A myth or misconception the book challenges	
7	The reader you pictured while writing	
8	A personal stake that makes the project matter	
9	A craft problem you had to solve	
10	A tool you used—and the boundary you set around it	
11	What your editor, beta reader, or expert changed your mind about	
12	A fact you verified twice	
13	A contributor or production partner introduction	
14	The meaning behind the cover concept	
15	How the title evolved	
16	What the funding goal actually pays for	
17	Why printing, editing, design, or narration costs what it does	
18	A reward prototype or packaging test	
19	A transparent production milestone	
20	A risk you planned for	
21	The hardest promise to make responsibly	
22	A question readers keep asking	
23	A short excerpt with context	

#	Prompt	Hook / asset / date
24	An endorsement or early-reader reaction with permission	
25	A comparison between two production choices	
26	A day-in-the-life campaign update	
27	A backer milestone and what it unlocks	
28	A community or mission connected to the book	
29	What happens after the campaign closes	
30	A thank-you focused on backer participation, not vanity metrics	

Content Repurposing Planner

Core story / proof	Email angle	LinkedIn / Facebook	Short video	Campaign update

Content balance

Content role	Examples	Target share
Value / insight	Research, teaching, craft, reader problem	30–40%
Story / meaning	Origin, stakes, mission, identity	20–30%
Proof / process	Drafts, samples, partners, milestones	20–30%
Offer / ask	Rewards, deadline, direct CTA	15–25%

RULE OF THUMB The percentages are planning guidance, not a platform formula. Your campaign should feel like a developing story supported by evidence—not a month of repeated sales graphics.

PART IX | FULFILLMENT + TRUST

Fulfillment Plan

Milestone	Owner / vendor	Target date	Dependency / buffer
Final manuscript			
Editing complete			
Cover + interior files			
Proof approved			
Manufacturing begins			
Books received / inspected			
Reward assembly			
Address confirmation			
Shipping begins			
Digital delivery			
Closeout update			

Backer communication triggers

- ☐ Funding result and immediate next steps
- ☐ Production begins
- ☐ Proof or sample approved
- ☐ Known delay or material risk
- ☐ Address confirmation deadline
- ☐ Shipping begins and tracking expectations
- ☐ Fulfillment substantially complete

Risk Register

Risk	Likelihood	Impact	Prevention / response	Owner
Manuscript or edit delay				
Manufacturing delay / defect				
Cost increase				
Shipping or customs issue				
Contributor / rights delay				
Technology / platform issue				
High-touch reward overload				
Communication gap				

TRUST STANDARD Communicate a material delay before backers must ask. State what changed, what you are doing, the revised expectation, and when the next update will arrive.

PART X | FINAL LAUNCH BRIEF

One-Page Campaign Brief

Book + campaign title

Specific reader

Reader promise

Why fund now

Public funding goal

Core reward + price

Target backer count

First-day target

Launch date / end date

Primary audience sources

Biggest delivery risk + mitigation

Final Go-Live Checklist

Truth + rights

- ☐ Provenance record is current
- ☐ AI-use statement is accurate
- ☐ Permissions, credits, contracts, and rights are documented

Economics

- ☐ Every cost assumption is updated
- ☐ Goal and tiers pass the stress test
- ☐ Shipping scope, fees, contingency, and taxes have been considered

Campaign

- ☐ Page, video, images, FAQ, risks, and schedule agree
- ☐ Mobile review and test pledge completed
- ☐ No prohibited, misleading, or unsupported claims

Audience

- ☐ First-wave outreach list is ready
- ☐ Emails and content are scheduled
- ☐ Partners have approved any promised participation

Fulfillment

- ☐ Vendors and owners are confirmed
- ☐ Backer data and personalization plan are defined
- ☐ Update cadence and delay protocol are ready

LAUNCH AUTHORIZATION I have reviewed the current platform rules and replaced all sample assumptions. The campaign's statements, costs, scope, and delivery plan are accurate to the best of my knowledge.

Author / campaign owner

Signature

Date