

Launch Day Checklist

A checklist of things to do before you hit the big green launch button.

Account tab: Make sure to set up your bank account information and verified identity well before you are ready to launch.

Your project video: Upload a version of your project video early to make sure that the encoding you are using works with our system and looks good.

Campaign launch: Create a launch plan that includes a launch time, initial outreach and promotion list, and clearly identifies who is doing what when.

Campaign end date & time: When you choose your campaign end date, the end time will automatically be set for the same time of day that you launch. If you want to end at a different time, select the “end on date and time” option under Funding Duration and then use the Time box below the calendar to choose the end time you prefer.

Project title & project blurb: Make sure that your title and blurb include keywords that people will use to search for your project on Kickstarter, and do not include any special characters.

Funding goal: Double check that your funding goal is set to the correct amount. You will not be able to edit this once you launch.

Copy edits: Go over your project page with a close eye for typos or missed dummy copy, especially your reward tiers since these cannot be edited once someone pledges to them.

Make sure all your links work: Go through your project description and click all your links to make sure they work.

Preview: Share your project using the preview link for feedback and copy edits before you launch.

Final URL: You won't know your project URL before you launch. You can create a short link with your project preview link before you launch, and it will redirect to your live project.

Shipping: The international shipping options for rewards can be complicated. Take the time to make sure that you have set the correct options for each of your reward tiers. We recommend that you include domestic shipping in your reward price—make sure that this is selected. There's more info [here](#).

Project image: Make sure it looks good behind the play button, and in different sizes.

Continue button: Our website uses an algorithm to review projects and allow some to launch without approval. To make sure that you are not held up in our project review queue, hit the green “Continue” button at least two business days before you are ready to launch. If your project gets sent to project review, get in touch with your contact at Kickstarter and let them know. You can still make changes to the project while it's being reviewed and after it's been approved for launch.

FAQs: You cannot add project FAQs until you launch. Have these ready ahead of time and be prepared to add them once you launch your project.

