Crowd Funding Campaign Goal

Use the following financial projections sheet to determine what your crowd-funding campaign goal should be. Although in your business accounting books you’d want exact numbers to the cent, when running projections, always estimate down for sales or profit and estimate up for costs.

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|  | **Expense of Deck Production** | Cost | Notes |
| 1 | Production price quote per unit (the complete deck set) |  | Total print run (qty.): |
| 2 | Total purchase order cost (unit deck price x qty.) |  |  |
| 3 | Cost of sampling order plus samples shipping |  | Line 5: Estimate around $150, though in reality, it’ll probably be less than that.  Line 6: If your overseas factory did not pay enough for the customs fees, then UPS will slap you, the importer, with the balance and you’ll get a bill in the mail. Estimate around $300 just to be safe.  Line 10: Make sure the campaign goal you set covers your projected shipping costs. Est. 65% of qty. as U.S. shipping rate $5 and 35% pf qty. as international orders at avg. $20 per unit sold.  Math for Line 12: Sum total of Lines 2-6 + 8 + 10-11 x 0.10.  Math for Line 14: 0.20 x sum total of Lines 2-6 + 8 + 10-13 |
| 4 | Estimate freight cost of shipping decks to you, door to door |  |
| 5 | Bank transaction fees |  |
| 6 | Additional UPS Invoice for Customs Fees |  |
| 7 | Est. unit cost of packaging materials and shipping boxes |  |
| 8 | Total packaging materials cost (unit cost x qty.) |  |
| 9 | USPS Priority Mail Small Flat Rate Box (per unit) |  |
| 10 | Shipping and postage cost (Est. for total production qty.) |  |
| 11 | Est. sales tax and transaction fees (per unit x qty.) |  |
| 12 | Est. returns and refunds (projected 10% of qty.) |  |
| 13 | Est. promotional, marketing, and advertising costs |  |
| 14 | 20% Contingency |  |
| 15 | Work-for-hire artist fees (if any; if none, skip this line) |  |
| 16 | **PROJECTED COST OF PRODUCTION** |  | |
| 17 | Crowdfunding service fee + processing fee (10% of Line 16) |  | |
| 18 | Add Line 16 + Line 17 =  **YOUR CROWD-FUNDING CAMPAIGN GOAL:** |  | |