



LEELINETOYS · FACTORY-DIRECT MANUFACTURING PARTNER

Crowdfunding Manufacturing Checklist

For Kickstarter & Indiegogo Creators — From Campaign Page to Backer Delivery

Thousands of toy and collectible campaigns hit their funding goal — then stall in production. Delays, quality failures, and fulfillment chaos cost far more than the margin you'd lose to a middleman. This checklist walks you through every decision that protects the promise you made to your backers, from before you hit "Launch" to the day rewards hit their doorsteps.

100

UNIT MOQ

5–10d

PROTOTYPES

98.2%

ON-TIME DELIVERY

LeelineToys — Direct Toy Manufacturing Partner

leelinetoys.com | [WhatsApp +86 139-8615-2456](https://wa.me/8613986152456) | [Get a Quote](#)

1 Pre-Launch — Before You Hit "Launch"

Get these locked before your campaign page asks backers to trust a deadline

- ☐ **Get a written feasibility assessment before you promise a timeline**
Share your design, reference art, or sketch. Confirm materials, tooling cost, and production lead time in writing before you set a reward date. A 24-hour feasibility response means no nasty surprises mid-campaign.
- ☐ **Build a production-grade prototype for campaign assets**
Not a rough mockup. You need the actual sample — for photo and video, stretch-goal showcases, and to prove the product is real. Target a 5–10 day turnaround so it lands in time for your launch.
- ☐ **Bake MOQ, unit cost, and tooling cost into your funding goal**
Confirm whether your category starts at 100 units (vinyl, sensory, fidget, weighted plush) or 300–500. The tooling/one-off cost should be covered in the goal, not eaten out of margin.
- ☐ **Confirm compliance docs will be ready per market**
US backers need ASTM F963 + CPSIA; EU needs EN71; more markets need ISO 8124. Make sure pre-filed reports are part of the deal so rewards clear customs, not the "later" list.
- ☐ **Secure your IP before you show your design**
Sign the NDA first. Agree in writing that you own the mold/tooling, that your project runs on a dedicated line (design isolation), and that exclusivity prevents your design being shown to other buyers.
- ☐ **Reverse-engineer the timeline from your promised delivery date**
Work back from the reward date: prototype (5–10d) → sample approval (3–7d) → production (15–35d) → fulfillment/shipping. If it doesn't fit, adjust the promise before backers see it.

2 Your Campaign Is Live

While backers are cheering, lock in the operational details that decide whether you can deliver

- ☐ **Lock production capacity during the campaign**
If you might hit stretch goals, reserve the production line and tooling slot now — not after funding ends. This is the single biggest lever for on-time delivery.
- ☐ **Price tooling and per-unit cost at anticipated (not minimum) volume**
Over-funding is common. Get a price break schedule so the 2,000-unit reality doesn't break your budget, and so you're not forced to over-order.
- ☐ **Plan for multiple SKUs / reward tiers without restarting tooling**
Confirm you can split a minimum order across variants — e.g., 200 bears + 200 dolls + 100 keychains = 500 units — so added reward tiers don't each need their own MOQ.
- ☐ **Design your backer survey before fulfillment**
Capture shipping address, variant, size, and country with the right fields up front. Clean data on day one prevents the address-correction chaos that delays hundreds of packages.
- ☐ **Keep backers engaged with factory photos and video**
Real progress updates — pattern/CAD, first article, final sample — keep excitement alive and protect your rating. "No update" is the #1 driver of backer anxiety.

3 Post-Funding — Production

The gap between good intentions and delivered rewards is widest here

☐ Sign off a golden sample and lock it

The physical sample you approve becomes the standard for every unit. Seal and sign it, and archive the digital files (3D models, material specs, color formulations) so reorders match.

☐ Run inline QC during production, not just at the end

AQL 2.5 with samples pulled at 20/50/80% of the run against the golden sample. For higher-stakes rewards, ask for AQL 1.0 — don't wait to catch defects post-shipment.

☐ Verify batch consistency across reward tiers

Different colors, sizes, or variants in one run must be identical to the approved sample. Batch-level traceability ensures the 500th backer gets what the 50th got.

☐ Get progress updates at every milestone

Photos and video at pattern/CAD, first article, and final sample. Push delays out into the open early — a two-week heads-up is manageable; a two-week surprise is not.

☐ Budget the real timeline

Prototype 5–10 days. Sample approval 3–7 days. Production 15–35 days depending on complexity and volume. Rush service is available for tight seasonal or campaign deadlines.

4 Fulfillment & Delivery

How rewards reach hundreds of backers across many countries without chaos

☐ Choose fulfillment-ready packaging

Custom inserts, hang tags, and thank-you cards turn a reward into a brand moment — and protect the product in transit. Decide gift-box vs. mailer vs. FBA pre-pack before production.

☐ Confirm direct-to-backer shipping options

Can the factory integrate your backer survey data and ship to individual addresses? Or will you use a 3PL / FBA? Either way, decide before packing, not after.

☐ Pick your shipping terms — FOB / CIF / DDP

DDP (Delivered Duty Paid) means customs, duties, and taxes handled for you — the lowest-friction option for global backers, and the least surprise cost.

☐ Pre-file the compliance pack

EN71, ASTM F963, CPSIA, ISO 8124 reports sent before your cargo ships — so rewards clear customs in any market and your channels stay open.

☐ Plan splits and multi-country routes

One PO, multiple delivery points (regional DCs, a 3PL, or direct-to-backer). Confirm per-location packing lists and a consolidated invoice so nothing gets lost.

5

IP & Quality Protection

Your invention, your designs, and your reputation — protected in writing



Factory-direct NDA signed before any design review

One NDA with the factory, not a chain of agents. Fewer hands on your design means fewer places for it to leak.



Your run is isolated on a dedicated production line

Physical design isolation keeps your project away from other buyers' work on the same floor — the standard a trading company can't offer.



Mold and tooling ownership transferred to you in writing

You own the molds, permanently. That means you can re-order, iterate, and scale without paying a ransom for your own tooling.



Exclusivity agreement locked

Legally prevents your design from being shown, replicated, or sold to other buyers — after you've done the hard work of proving demand.



Quality backed by numbers, not promises

99.7% AQL pass rate. Batch-level traceability. Five-year document retention. Ask for the metrics, not the adjectives.

6 Questions to Ask Your Factory

A quick supplier-readiness test — bring this to your first call

DO ASK FOR	RED FLAG IF THEY SAY...	LEELINETOYS ANSWER
What's your real minimum order?	"3,000 units to start."	100 units in select categories; 300–500 in most.
How fast is a production-grade sample?	"4–6 weeks."	5–10 days, with two revision rounds.
Who do I talk to?	"A sales rep, then the factory."	Your production engineer, directly. 4-hour response.
Who owns the molds?	"We do."	You do — transferred in writing, permanently.
Is my design protected?	"We can't guarantee exclusivity."	NDA + dedicated line + exclusivity agreement.
What compliance docs ship with the order?	"We can do them later, at extra cost."	EN71/ASTM/CPSIA/ISO 8124 pre-filed — included.
Can you scale if I over-fund?	"You'd need to re-quote / re-mold."	Yes — scale 100 → 5,000 without restarting tooling.
Does the price include middleman markup?	"There's a sourcing fee."	Factory-direct — save 15–30% on every unit.

Ready to turn your funding success into delivered products?

Share your design, funding status, or campaign link. We'll send a clear feasibility assessment and timeline within 24 hours — no pressure, no commitment.

[Get Your Free Assessment →](#) · leelinetoys.com · [WhatsApp +86 139-8615-2456](https://wa.me/8613986152456) · enquiry@leelinetoys.com