

Reward-to-SKU Pick Rule Worksheet

Do not release labels from reward names. Convert every pledge, add-on, stretch goal, and kit into warehouse-pickable SKU lines before outbound fulfillment starts.

Core Rule

Reward name Backer-facing promise. Do not use this as the warehouse pick instruction.	SPU / product family Used for pledge logic and commercial grouping. Usually not pickable.
SKU / physical unit Used for carton files, warehouse bins, inventory count, pick rules, and support names.	Kit SKU Pickable only if the warehouse physically pre-assembled and binned the kit.

Example Dungeon Campaign

Backer Selection	Backer Sees	Warehouse Pick Lines
Base Pledge	Core Game	SKU-CORE-001 x1
Deluxe Pledge	Core + Minis + Dungeon Tiles	SKU-CORE-001 x1; SKU-MINI-001 x1; SKU-TILE-001 x1
All-In Pledge	Deluxe + Expansion + Mat + Coins + Sleeves + Promo + Stretch Goal	SKU-CORE-001 x1; SKU-MINI-001 x1; SKU-TILE-001 x1; SKU-EXP-001 x1; SKU-MAT-001 x1; SKU-COIN-001 x1; SKU-SLEEVE-001 x1; SKU-PROMO-001 x1; SKU-STRETCH-001 x1
Deluxe + Extra Minis	Deluxe pledge plus one extra Miniatures Box	SKU-CORE-001 x1; SKU-MINI-001 x2; SKU-TILE-001 x1

Build Your Reward-to-SKU Matrix

Reward / order type	Included items	Paid add-on rule	Warehouse SKU pick lines
Base only			
Deluxe only			
All-in only			
Base + add-on			
Deluxe + duplicate add-on			
All-in + extra expansion			

Operational readiness worksheet only. This is not platform UI, warehouse pricing, legal, tax, customs, tariff, or consumer-rights advice.

Before You Release Labels

Add-on Quantity Rules

- If an item is included in a pledge, count the included item first.
- Pick a paid add-on again only when quantity exceeds the included count.
- Convert every paid add-on column into a SKU line, not a warehouse note.
- Keep replacement reserve out of normal sellable pick bins.
- Confirm whether a kit SKU is physically pre-assembled before using it as one pick line.

Stretch Goal Handling

Packing Reality	Pick Rule	Risk If Missing
Inside Core Game	No separate pick line; support note required.	Support promises a resend for an item already inside the core box.
Separate Stretch Goal Box	SKU-STRETCH-001 for eligible orders.	Eligible pledges ship without the stretch goal box.
Small Promo Pack	SKU-PROMO-001 or a verified pre-kit rule.	Small items are missed across many orders.
Region-specific item	Order filter by eligible region.	Warehouse ships the wrong item to the wrong region.

Eight Test-Pick Orders

- Base only
- Deluxe only
- All-in only
- Base plus one paid add-on
- Deluxe plus duplicate paid add-on
- All-in plus extra expansion
- Late address or order change
- Replacement / damaged-component order

Red Flags Before Main Wave

- The warehouse is asked to pick "Deluxe Pledge" instead of SKU lines.
- Promo cards or stretch goals exist only in campaign notes.
- Cartons are received, but small items are not separated into pickable bins.
- The add-on list changed after warehouse bin setup.
- Replacement reserve is mixed with late pledge or sellable inventory.
- The first live wave is being used as the test pick.

File Pack To Send WinsBS

- Pledge-manager export, reward-to-SKU matrix, add-on list, and stretch goal / promo item list
- SKU map, factory packing list, carton file, carton labels, and receiving scan if available
- Warehouse bin setup, pick rules, sample orders, shipment log, and early exception examples if any

Review My Pick-And-Pack Setup
<https://winsbs.com/start-free/>

WinsBS reviews whether the export, reward-to-SKU matrix, SKU map, carton file, bin setup, and pick rules support full release, partial hold, sample-order testing, wave separation, or rule correction.