

Hex and Giggle



THE SUMMONER'S GRIMOIRE



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Rules of Summoning

📖 Hex and Giggle Pin Summoning: Official Rules

Welcome, daring Summoner! 🧙‍♂️🌟

You have been called to the sacred art of pin summoning, where your enthusiasm and dedication can bring a brand-new Hex and Giggle pin to life! Do you have what it takes to wield the power of the Summoning Circle? Read on, and prepare to cast your first summon...

🧠 What is the Pin Summoning Ritual?

The Hex and Giggle Pin Summoning Ritual allows select fans (Summoners) to champion the creation of a new hard enamel pin. As a Summoner, you will gather support to help fund the pin's production. If your circle of supporters is strong enough, the pin is successfully summoned into reality!

🌟 What Does it Mean to Be a Backer?

A backer is someone who pledges to pre-order the summoned pin. No payment is collected unless the pin reaches the required backer threshold. If the summon fails, no one is charged.

🔥 How to Become a Summoner

To apply for the sacred role of Summoner, you must:

1. Fill out the Summoning Application – Only those with a heart full of mischief and a love for Hex and Giggle may enter the circle. Applications are reviewed and approved by Hex and Giggle and our Pin Paragons.
2. Propose a Pin Design Idea – Summoners may suggest a character or concept that aligns with the Hex and Giggle aesthetic and utilizes DreaD Illustrations' art.
3. Gather Your Coven – Be ready to rally your fellow collectors! A successful Summoner must attract enough supporters to bring the pin to life.

👉 Not all applicants will be chosen! We will select Summoners based on creativity, enthusiasm, and how well their idea fits the Hex and Giggle vibe.

Summoning Ritual



The Summoning Ritual (How It Works)



- A Summoner is Chosen – If selected, you will officially enter the Summoning Circle and become the Champion of the Pin.
- The Call to Summon – The pin concept will be revealed, and we will aid you in promoting your summon. Your mission? Gather enough pledges to complete the ritual.
- The Arcane Goal – Each pin has a set funding threshold. If enough supporters commit to purchasing, the pin successfully materializes into Pre-Sales!
- The Pact is Sealed – If the goal is met within the set timeframe, production begins, and all supporters receive their pins once ready.

Summoning Timeframes



- Each summon has a casting period of 2 months (60 days) to reach its backer goal.
- If the summon reaches 80% of its goal by the final day, a 72-hour final push is granted.
- If a Summoner fails two attempts in a row, they must wait 3 months before applying again.

The Ritual Cont...



⚡ Failed Summon Revival



If a summon reaches at least 80% of its goal but does not succeed, the Summoner may petition to revive the summon after a 1-month cooldown. The revival may include:

- Adjustments to the design or backer requirements
- A special “last chance” vote from interested backers

🔥 Overfunding Rewards

If a summon exceeds 100 backers, the Summoner will receive:

- ✨ A free bonus pin of their choice from the Hex and Giggle catalog!





Supporter Tiers & Pricing

Each Summoner Rank determines the minimum number of supporters required to summon a pin. Higher-ranked Summoners require fewer backers to summon, rewarding their experience and success.

Novice Summoner (Beginner Rank)

Supporters Required: 30+

✓ Can summon 1 pin at a time

💰 Pricing Structure:

- 30-39 supporters → Full pin price (\$60-\$85 per pin)
- 40+ supporters → 20% discount per pin (\$48-\$68 per pin)

50+ supporters → 25% discount per pin (\$45-\$64 per pin)

Arcane Summoner (Intermediate Rank)

Supporters Required: 25+

✓ Can summon 2 pins at a time

💰 Pricing Structure:

- 25-34 supporters → Full pin price (\$60-\$85 per pin)
- 35+ supporters → 20% discount per pin (\$48-\$68 per pin)

45+ supporters → 25% discount per pin (\$45-\$64 per pin)

Arch Summoner (Elite Rank)

Supporters Required: 20+

✓ Can summon up to 5 pins at a time

💰 Pricing Structure:

- 20-29 supporters → Full pin price (\$60-\$85 per pin)
- 30+ supporters → 20% discount per pin (\$48-\$68 per pin)
- 40+ supporters → 25% discount per pin (\$45-\$64 per pin)

50+ supporters → 30% discount per pin (\$42-\$60 per pin) + possible stretch goal upgrades (glow, glitter, special effects, etc.)

Forbidden Spells (Rules & Restrictions)

🚫 No unauthorized summons – Only licensed Summoners may apply to summon a pin.

🚫 No abandoned summons – Summoners who fail to actively promote their summon may have their summoning license revoked.

🚫 No Drop Buddies – Summoners cannot use third parties to bypass Limited Edition purchase limits. Violators face:

- 1st offense: Warning
- 2nd offense: Rank demotion

3rd offense: Permanent removal from the Summoning Circle.

🚫 No aftermarket resales – Summoned pins cannot be resold as a side hustle. Occasional resales (e.g., selling part of a collection) are allowed.



👁️ Do You Dare to Summon?

If you believe you have the magic to summon a new pin, step forth and apply! Your power—and the strength of your coven—will decide if the pin is brought to life... or lost to the void.

🌙👁️ Apply now and let the summoning begin! 👁️🌙



The Summoner's Grimoire: Frequently Asked Questions

 Can I join forces with another Summoner to summon a pin?

Indeed! A powerful spell is best cast with a trusted coven member. However, no more than two Summoners may bind their magic to a single summon. Both must be licensed and must inform Hex and Giggle of their alliance before the ritual begins.

 Can I choose any piece of DreaD Illustrations' art to be summoned as a pin?

You may whisper your desires into the ether, but the final decision rests with the Hex and Giggle Council. You may suggest any design, but not all visions can be brought into reality. Choose wisely!

 May I sell the pins I summon on the aftermarket?

Nay, Summoner. Your summoned pins are not to be used for dark market dealings or mercenary pursuits. However, should you need to part with a collection or rehome a series of pins, that is permitted on occasion. Abuse this, and the magic may turn against you!

 How do I gather my coven to support my summon?

Spread the word far and wide! Use social media, pin collector groups, and any other means to rally your supporters. The stronger your following, the more powerful your summon. Do not let your spell fizzle in silence!

 Will Hex and Giggle help spread the word about active summons?

Yes! Each Saturday, we shall announce active summons on our social media channels and maintain a live listing of all summons in progress on our website. But remember, Summoner—it is still your quest to ensure your spell takes hold!



The Summoner's Grimoire: Frequently Asked Questions

 Can I use “Drop Buddies” to purchase extra Limited Edition Pins?
Absolutely not. The use of Drop Buddies to bypass purchase limits is considered forbidden magic. Any Summoner caught attempting this shall face the Council’s judgment and may find themselves banished from the Summoning Circle.

 Can I reserve a future design for summoning if I’ve reached my limit?
Patience, Summoner! Once you have reached your summoning limit, you must complete your current summons before taking on another. All other designs remain up for grabs by other Summoners. No hoarding spells for future use!

 Do you reprint pins?
Once a pin has been summoned and released into the world, it shall not return in its original form. Limited Edition pins are not reprinted, though some may be reimagined with significant changes to their design or finishes.

 Will Summoners be named on the backstamp of their summoned pins?
Alas, no. The sacred space of the backstamp is small, and not all names may be carved into its surface. Your name, however, shall be etched into the history of Hex and Giggle itself!

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🌀 Summoning Ritual (Visual Guide)



This step-by-step roadmap outlines the entire summoning process, making it easy for Summoners and backers to understand their role.

📋 Step 1: The Summoning Application (Become a Summoner)

- Submit your Summoning Application
- Applications are reviewed by Hex and Giggle & the Pin Paragons.
- If selected, you enter the Summoning Circle!
- ✓ Propose a pin design that fits the Hex and Giggle aesthetic.
- ✓ Be ready to promote your summon.

🔥 Step 2: The Summoning Ritual Begins

- Once chosen, your pin concept is revealed to the community.
- The Summoning Window opens (2 months) for backers to pledge support.
- The goal? Gather enough backers to reach the funding threshold!
- ✓ Summoners promote their summon using social media & promo materials.
- ✓ Backers pre-order the pin but are not charged unless the goal is met.

🔥 Step 3: The Arcane Goal – Funding Thresholds

- Each Summoner rank requires a minimum number of backers to summon a pin:
 - Novice Summoner: 30+ backers
 - Arcane Summoner: 25+ backers
 - Arch Summoner: 20+ backers
- More backers = bigger discounts!
 - 30+ backers → 20% off pins
 - 40+ backers → 25% off pins
 - 50+ backers → 30% off pins + stretch goal upgrades

● Hex and Giggle

🧙 Summoning Ritual (Visual Guide)



This step-by-step roadmap outlines the entire summoning process, making it easy for Summoners and backers to understand their role.

⚖️ Step 4: The Pact is Sealed (Success or Failure)

✅ If the pin is fully funded:

- Production begins, and backers receive their pins once ready.
- The Summoner receives their free pin & rank rewards.

❌ If the summon fails (not enough backers):

- No funds are collected.
- If the summon reached 80% of its goal, it may be revived after a 1-month cooldown or a 72 hour extension granted.

🎉 Step 5: The Grand Summon (Bonus Perks)

- If a summon exceeds 100 backers, the Summoner unlocks:
 - ✨ A free surprise pin OR a special limited variant for all backers!
- The Summoner's achievement is highlighted in the Summoner Showcase.

📣 How Summoners Can Effectively Promote Their Pins

- ◆ Post Teasers & WIP Shots – Share sneak peeks to build anticipation.
- ◆ Engage in Pin Collector Groups & Discord Servers – Share your summon in relevant communities.
- ◆ Use 'Countdown to the Final Days' Posts – Remind followers when the summon window is closing!
- ◆ Encourage Sharing – Offer small giveaways or incentives to backers who help spread the word.

🏆 Summoner Showcase (Recognizing Summoner Achievements)

- Each month, Hex and Giggle will feature:
 - Newly successful pin summons
 - Upcoming summons to support
 - Summoner Spotlights (Mini Interviews & Feature Posts)



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Summoner's Toolkit:

Your Arcane Arsenal for a Successful Summon

Welcome, Summoner! You have been chosen to wield the power of the Summoning Circle, and with it comes great responsibility. Fear not—we have assembled the Summoner's Toolkit, a collection of resources, strategies, and enchantments to help you gather your coven and ensure a successful summon!

What's in the Summoner's Toolkit?

This toolkit contains everything you need to promote your pin summon, engage your supporters, and maximize your success.

- ✓ Branded Social Media Templates (For Instagram, Facebook, Twitter, and Stories)
- ✓ Customizable Caption & Hashtag Guide (To help spread your summon far and wide!)
- ✓ Summoner's Spellbook: Promotional Best Practices (Tips on how to rally your coven & build momentum)
- ✓ Summoning Circle Progress Tracker (To track how close you are to reaching your goal!)
- ✓ The Call to Arms: Engagement Challenges & Giveaway Ideas (To encourage sharing and pledging!)
- ✓ Hex and Giggle Official Summoner Badge (For display on social media & websites to show your status!)



Hex and Giggle Summoner's Toolkit:

Your Arcane Arsenal for a Successful Summon

Branded Social Media Templates

Use these ready-made, customizable templates to promote your summon and maintain a cohesive, magical aesthetic that aligns with Hex and Giggle.

 Templates include:

- "I Am a Summoner!" Graphic (To introduce your summon)
- "Support This Summon" Post (With call-to-action)
- Countdown Graphics (1 Month Left / 2 Weeks Left / Final Days!)
- "Thank You for Supporting!" Post (For after a successful summon)

 Bonus: You'll also receive a custom overlay that you can place on photos or artwork for your own unique promo posts!

[Social Media Templates](#)

Caption & Hashtag Guide

 Caption Example 1 – The Grand Announcement:

 I have been chosen as a Summoner! 

The Hex and Giggle Summoning Circle has granted me the power to bring a new pin to life, and I need YOUR help to make it happen! Pre-orders are now open, and I need [X] backers to ensure this pin becomes reality. Join my coven, pledge today, and let's make some magic!  

 Link to pledge: [insert link]

 #PinSummoning #HexAndGiggle #SummonerMagic #FantasyPins

 Caption Example 2 – Final Days Call-to-Action:

  The Summoning Circle is nearly complete!  

We are just [X] backers away from unlocking this magical pin! The spell will fade in just [X days], so if you've been waiting to join, now is the time! 

 Link to pledge: [insert link]

 #PinSummoning #HexAndGiggle #FantasyEnamelPins #LimitedEditionPins



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Summoner's Toolkit:

Your Arcane Arsenal for a Successful Summon

The Summoner's Spellbook: Best Practices for Promotion

1. Tell Your Story!

People love to connect with Summoners on a personal level. Why did you choose this design? What inspired your summon? Let your audience feel part of the magic!

2. Use Multiple Platforms

 Post across Instagram, Facebook, Twitter, Discord, and Reddit groups.

 Share in pin collecting groups & fantasy art communities.

 Use Instagram Stories & TikTok for more engagement!

3. Create a Content Schedule

To keep your summon in the spotlight, post regularly:

 Week 1-2: Announce your summon & explain why it's exciting!

 Week 3-4: Share close-ups of details or inspiration behind the design.

 Week 5-6: Show progress updates, "X backers left to go!"

 Final Week: Push hard—countdown posts & last-call urgency!

4. Ask for Shares!

Encourage your followers to share your summon on their stories or tag friends who might be interested. Small incentives (giveaways, shoutouts) can boost visibility!

5. Engage & Thank Your Coven!

Respond to comments, thank your backers, and show appreciation! The more you interact, the stronger your summon's momentum will grow.

Summoning Circle Progress Tracker

In order to track your progress, here are some important milestones to remember. Posting these with your promotion posts keeps backers informed.

 Starting the Ritual: 0 / [X] Backers Needed

 The Magic Grows: 10 / [X] Backers

 Halfway There! [50% of goal reached]

 The Spell Takes Hold: 75% of goal reached!

 Final Push – Almost There! 90% reached, last call!

 The Pact is Sealed! Summon Successful!

Use this tracker to update your followers so they stay invested in helping reach the goal!



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Summoner's Toolkit:

Your Arcane Arsenal for a Successful Summon

📁 The Call to Arms: Engagement Challenges & Giveaways

Looking for ways to keep your audience engaged? Here are some easy mini-challenges you can run to encourage shares and pledges:

📣 "Summoner's Sharing Spell" Challenge

💬 Post this challenge:

👁️ Help me summon this pin! 🧙‍♀️

To spread the magic, I'm calling on my coven to share this post or tag a friend who might love this pin! I'll be randomly selecting [1-3] supporters to receive an exclusive bonus sticker when the summon is complete! 🧙‍♀️ ✨

🕯️ "Join the Coven" Giveaway

💬 Post this challenge:

✨ Become part of the Summoning Circle! ✨

To celebrate my first (or next) summon, I'm giving away a [bonus prize like a sticker, small pin, or discount code] to one lucky backer!

How to enter:

1️⃣ Pre-order my pin summon

2️⃣ Comment below with your favorite magical creature!

3️⃣ Winner will be chosen once the summon is complete!

Why do these work?

🔥 Encourages pre-orders and shares without giving away too much.

🔥 Helps boost visibility and interaction on social media.

🔥 Builds hype and excitement around the summon!

🏆 Hex and Giggle Official Summoner Badge

All Summoners will receive an official digital badge that can be displayed on their:

✨ Social Media Profiles

✨ Instagram Story Highlights

✨ Website or Bio Links

This badge shows you are an official Summoner and adds credibility to your campaign.



Hex and Giggle Summoner's Toolkit:

Your Arcane Arsenal for a Successful Summon

✨ Now You're Ready to Summon!

With this toolkit, you are fully equipped to cast your spell, rally your coven, and bring your pin to life. Use these tools wisely, promote with passion, and may your Summoning Circle be ever strong!

🌙👁️ Begin your summon and make some magic! 👁️🌙