



# **The Essential Crowdfunding Calendar and Checklist**

A day-by-day guide with everything you need to run a successful campaign

# Indiegogo Prep Calendar:

## 2 months before launch

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Start collecting emails of interested individuals.</p> <p>Create <a href="#">social media pages</a> and follow relevant influencers.</p>	<p>Read the <a href="#">Email Outreach Success</a> document and start building your outreach list and outreach schedule.</p>	<p>Write 10 to 15 different 3 sentence descriptions of your project. This will be helpful as you begin to draft your pitch.</p>	<p>Build your campaign team. Teams of 2 or more <a href="#">raise 3 times more than individuals</a>.</p> <p>Invite the teammates via your campaign page.</p>	<p>Make a list of your biggest supporters (your "host committee"), who will contribute first and enthusiastically spread the word.</p>	<p>Fill out the <a href="#">Campaign Marketing Workbook</a>.</p>	<p>Start campaign draft by adding a title, <a href="#">goal</a>, and determine the <a href="#">campaign length</a>.</p>
	<p>Storyboard your pitch video. Check out some <a href="#">funny pitch videos</a> for inspiration.</p> <p>For hardware campaigns, learn what you need to <a href="#">show in the first 30 seconds</a>.</p>	<p><a href="#">Set up and verify your PayPal account</a> (if applicable).</p>	<p><a href="#">Design the campaign perk structure</a> (make sure fulfillment is feasible).</p>	<p>Fill in perks and <a href="#">all other campaign draft details</a>.</p>	<p>Add content to the Facebook page and start tweeting. Use <a href="#">social media scheduling tools</a>. Rotate news/blog posts, images, videos, or quotes.</p>	<p>Research events/groups related to your project &amp; reach out to tell them about your campaign.</p>
<p>Choose a videographer &amp; photographer for <a href="#">your pitch video and images for your campaign</a> (if you don't want to DIY).</p>	<p>Start drafting your pitch text.</p> <p>Examples of great pitch text: <a href="#">Canary</a> and <a href="#">Misfit Shine</a></p>	<p>Choose a designer to create infographics, or create your own using <a href="#">various tools available</a> online.</p>	<p>Share your email landing page &amp; social media pages with your host committee &amp; early supporter network.</p>	<p><a href="#">Write press releases</a> for local media.</p>	<p>Decide on special perks to <a href="#">introduce later in the campaign</a>.</p>	<p>Draft at least 10 Tweets, FB posts, and short emails that your host committee can share.</p>
<p>Email &amp; lock in your host committee. Share draft emails, Tweets and FB posts &amp; ask them to create an email list of people to share the campaign with.</p>	<p>Draft pre-campaign emails and 'thank-you' emails; Add content to FB page</p>	<p>Add content to FB page - rotate news/blog posts, images, videos and quotes.</p>	<p>You've still been Tweeting &amp; Retweeting all this time, right? :)</p>	<p>Write press releases for larger daily and weekly media (press, blogs, etc).</p>	<p><a href="#">Design stretch goals</a>.</p> <p>You're still scheduling Facebook posts with interesting content, right? :)</p>	<p>Are you ready to launch? Use this <a href="#">email calculator</a> to check.</p>

# 2 months before launch checklist

## WEEK 1

### Collect emails of interested individuals via:

- Landing pages
- Events
- Social media giveaways
- In person

### Create [social media accounts](#)

- |           |           |
|-----------|-----------|
| Facebook  | Tumblr    |
| Twitter   | Pinterest |
| Instagram | LinkedIn  |
| YouTube   | Other     |

### Identify and follow relevant influencers on social media

- |           |           |
|-----------|-----------|
| Facebook  | Tumblr    |
| Twitter   | Pinterest |
| Instagram | LinkedIn  |
| YouTube   | Other     |

### Read the [Email Outreach Success](#) document

### Build an email outreach list

### Create an email outreach schedule

### Write 10-15 different 3 sentence descriptions of your project

### Build your campaign team

### Make a list of your biggest supporters

### Fill out the [Campaign Marketing Workbook](#)

### Start your campaign draft

- Title
- [Goal](#)
- [Campaign length](#)

## WEEK 2

### Storyboard your [pitch video](#)

### Set up and verify your [PayPal account](#)

### Design your [campaign's perk structure](#)

### [Fill out your campaign draft](#)

### Schedule social media posts

- |   |           |
|---|-----------|
| Choose a <a href="#">social media scheduling tool</a> | YouTube   |
| Facebook  | Tumblr    |
| Twitter   | Pinterest |
| Instagram   | LinkedIn  |
|   | Other     |

### Research events/groups related to your project

- Outreach to share your campaign

## WEEK 3

### Pitch video

- Choose a videographer
- Choose a photographer
- Or, create your own!

### [Choose images for your campaign](#)

### Draft pitch text

### [Infographics](#)

- Choose a designer
- Or, create your own!

### [Write press releases for local media](#)

### [Create special perks to share later in the campaign](#)

### Draft social media posts for your host committee to share

- 10 Tweets
- 5 FB posts
- Short emails

### Schedule posts on Facebook

### Continue Tweeting!

## WEEK 4

### Email and lock in your host committee

- Share draft emails, Tweets, FB posts
- Remind them to create their own email list to share the campaign with

### Draft pre-campaign emails

### Draft thank you emails

### [Write press releases for larger media outlets](#)

### [Design stretch goals](#)

### Schedule posts on Facebook

### Continue Tweeting!

### Use the [email calculator](#) to determine if you're ready to launch

# Indiegogo Prep Calendar:

## 1 month before launch

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Start filming <a href="#">your pitch video</a> &amp; take photos for your campaign</p> <p>1</p>	<p>2</p>	<p>Finalize <a href="#">high-quality photos</a> for pitch text, gallery, social media, and press releases</p> <p>3</p>	<p>4</p>	<p><a href="#">Create infographics</a> &amp; add them to pitch text (and video, if applicable), social media, and press releases</p> <p>5</p>	<p>6</p>	<p>Finish 1st draft of pitch video &amp; solicit feedback from team and/or friends</p> <p>7</p>
<p><a href="#">Send press release to local media contacts</a> (identified in your marketing workbook)</p> <p>8</p>	<p>9</p>	<p>Ask team for feedback on pitch text</p> <p>10</p>	<p>11</p>	<p>Finalize <a href="#">perk descriptions and price points</a></p> <p>12</p>	<p>Finish pitch video</p> <p>13</p>	<p>How are the social media updates going? :)</p> <p>14</p>
<p><a href="#">Let PayPal know</a> you're running a campaign (if applicable)</p> <p>15</p>	<p><a href="#">Start planning a soft launch event</a> for your host committee and their friends</p> <p>16</p>	<p>Finalize pitch text based on team's feedback</p> <p>17</p>	<p>Send out the invite for your soft launch event</p> <p>18</p>	<p>Design visuals for <a href="#">stretch goals</a></p> <p>19</p>	<p>Soft launch event planning</p> <p>20</p>	<p>21</p>
<p>22</p>	<p>Send pre-launch email to host committee and early contributor list</p> <p>23</p>	<p>24</p>	<p>Hope you're still Tweeting!</p> <p>Confirm your soft launch event party details</p> <p>25</p>	<p>Review entire campaign draft, and opt into <a href="#">InDemand</a></p> <p>26</p>	<p>Send "3 days until launch" email to host committee and early contributor list</p> <p>27</p>	<p>Get supplies (food, drinks, tablets for contributions) for the soft launch event</p> <p>28</p>

# 1 month before launch checklist

## WEEK 1

### Pitch video

- Begin filming
- Complete first draft
- Collect feedback from team and/or friends

### Take high-quality photos and add to:

- Pitch text
- Gallery
- Social media
- Press releases

### Create infographics and add to:

- Pitch text
- Pitch video (if applicable)
- Social media
- Press releases

### Continue Tweeting

### Schedule posts on Facebook

## WEEK 2

### Send press releases to local media contacts

### Ask team for feedback on your pitch text

### Finalize perks

- Descriptions
- Price points

### Finish your pitch video

### Continue Tweeting

### Schedule posts on Facebook

## WEEK 3

### Contact PayPal to let them know you are running a campaign (if applicable)

### Plan a soft launch event for host committee and friends

- Choose a date
- Book venue

### Send invite

### Design visuals for stretch goals

### Continue Tweeting

### Schedule posts on Facebook

## WEEK 4

### Send pre-launch email to:

- Host committee
- Early contributor list

### Soft launch event

- Confirm all details
- Get supplies (food, drinks, tablets for contributions)

### Complete campaign draft

- Review all pitch text and images
- Opt into InDemand

### Continue Tweeting

### Schedule posts on Facebook

### Send “3 days to launch” email to host committee and early contributor list

# Indiegogo Prep Calendar:

## Running and Managing Your Campaign

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Divide your email list into bucketed groups (ex: friends and family, networking contacts, influencers)	<b>SOFT LAUNCH</b> • Outreach to host committee and early contributors • <a href="#">Host soft launch event</a>	<b>PUBLIC LAUNCH</b> • Email blast Group 1 • Post on social media	<i>Reply to comments on campaign &amp; send thank you emails</i>	<a href="#">Post shareable update.</a> <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>	Post new gallery images. <i>Reply to comments &amp; send thank you emails</i>
If you reached 40-50% of your goal, <a href="#">send press release</a> to larger media outlets.	Send email blast to Group 2. <i>Reply to comments &amp; send thank you emails</i>	Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>	Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	Post new gallery images. <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>
Send press releases to larger media outlets (if you have another milestone to announce).	Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	Launch new perk. <i>Reply to comments &amp; send thank you emails</i>	Post new gallery images. <i>Reply to comments &amp; send thank you emails</i>	Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	Launch new perk. <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>
Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	<a href="#">Launch referral contest.</a> <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>	Post shareable update. <i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>	<i>Reply to comments &amp; send thank you emails</i>
<i>Reply to comments &amp; send thank you emails</i>	Launch final promotion push based on previous successful tactics. <i>Reply to comments &amp; send thank you emails</i>	Enter <a href="#">bank account information</a> in campaign. Call bank to confirm details, and <a href="#">learn about when to expect funds.</a>	Send "48 hour countdown" update via campaign page, social media, and email. <i>Reply to comments &amp; send thank you emails</i>	Send "24 hour countdown" update. <i>Reply to comments &amp; send thank you emails</i>	<b>CAMPAIGN ENDS. WOOHOO!</b> <i>Reply to comments &amp; send thank you emails</i>	Post Thank You Update. <i>Reply to comments &amp; send last thank you emails</i>

# Running and Managing Your Campaign Checklist

## WEEK 1

### Divide your email list into bucketed groups

- Host committee
- Friends and family not in host committee (Group 1)
- Networking contacts (Group 2)
- Influencers (Group 3)
- Other

### Soft launch

- Outreach to host committee and early contributors

[Host soft launch event](#)

### Public launch

- Email blast Group 1
- Post on social media

[Post shareable update](#)

**Post new gallery images**

**Reply to comments**

**Send thank you emails**

## WEEK 2

[Send press release](#) to larger media outlets announcing milestone

**Send email blast to Group 2**

**Post shareable updates**

**Post new gallery images**

**Reply to comments**

**Send thank you emails**

## WEEK 3

**Send press release to larger media outlets announcing milestone**

**Post shareable updates**

**Launch new perks**

**Post new gallery images**

**Reply to comments**

**Send thank you emails**

## WEEK 4

**Post shareable updates**

[Launch referral contest](#)

**Post new gallery images**

**Reply to comments**

**Send thank you emails**

## WEEK 5

**Launch final promotion push based on previous successful tactics**

- Email blast
- Social media posts
- Host event
- Other

**Prepare to receive funds**

[Enter bank account information](#) in campaign

Call bank to confirm details

[Learn when to expect your funds](#)

**Send “48 hour countdown” update on:**

- Campaign page
- Social media
- Email

**Send “24 hour countdown” update on:**

- Campaign page
- Social media
- Email

**Reply to comments**

**Send thank you emails**

**After campaign ends, post thank you update**

# Indiegogo Checklist:

## After Your Crowdfunding Campaign

### INDEMAND

Opt into [InDemand](#) if you met your goal

Tips for [Hardware campaigns](#)

Tips for [Film campaigns](#)

[Expect funds every 4 weeks](#)

### FUNDS

Notify your bank that funds are coming 10 to 15 business days after your campaign ends

Update your refund policy on campaign FAQs

Learn how to provide refunds to your contributors

[Receive funds 10 to 15 business days after your campaign ends](#)

### COMMUNICATION

Send Thank You messages

Campaign page update

Social media

Email

[Reply to comments regularly](#)

Send updates on campaign page

[Status of production/perk fulfillment](#)

Milestones and announcements

Delays in production

Team photos

Prototypes

Post updates on social media

### PERKS

Begin organizing [perk fulfillment process](#)

Consider fulfillment service like [Amplifier](#)

[Verify contributor addresses](#)

before sending perks

Resend contributor address verification email to anyone who has not responded

Manage perk fulfillment with “[Order States](#)” on campaign dashboard

Send perks