



Crowdfunding Campaign Action Toolkit

Pre-launch planning: Decide on the basics

1. Gather your team.
2. Find Your Crowdfunding Platform.
3. Set the length of your campaign.
4. Choose your campaign launch date.
5. Nail down your crowdfunding goals.
6. Select your donation amounts/rewards.

Pre-launch planning: Tell your project story

7. Know your backer audience.
8. Design an identifiable brand for your campaign.
9. Coin a compelling project and elevator pitch.
10. Develop your project story and lay out your campaign page.
11. Produce a video for your campaign page.
12. Build your crowdfunding website.

Pre-launch planning: Build your crowd

13. Round up contact info from all team members for inner circle (family and friends), acquaintances, business associates and influencers.
14. Pick your campaign social media outlets.
15. Forge a strong media list.
16. Generate pre-launch buzz.
17. Create autopilot templates.



Live Campaign Workout

Launch day

18. Send out initial backer launch reminder email (template).
19. Send out initial contact list launch announcement emails w/twitter templates (template).
20. Put up flyers around community.
21. Hold a celebratory launch party on launch night.

First 24 hours

22. Send celebration tweet announcing 20% funding in first 24 hours.
23. Send celebration email to all contacts list announcing 20% funding in first 24 hours.
24. Send celebration update to all backers thanking them and announcing 20% funding in first 24 hours.
25. Send special thank-you email to initial backer team (first project donors).

First 48 hours

26. Send emails to all contacts/backers re success buzz of first 48 hours.

Daily

27. Engage with your primary contact list through email/telephone contact
28. Send out daily tweets to:
 - Promptly thank all new backers.
 - Recognize big donors.
 - Tell funny stories about the project.
 - Give new backer numbers.
 - Announce project pledge totals.
 - Share new media coverage.

29. Promptly thank all who tweet/retweet or share your campaign on social media (template).
30. Actively connect with your backers by answering questions and engaging in conversation.
31. Continuously update backer contact information and to keep them in the loop regarding your project's progress.

1/4 Benchmark

32. Send 1/4 campaign benchmark emails (template).
33. Send 1/4 campaign benchmark tweets (template).

1/2 Benchmark

34. Send 1/2 campaign benchmark emails (template).
35. Send 1/2 campaign benchmark tweets (template).

3/4 Benchmark

36. Send 3/4 campaign benchmark emails (template).
37. Send 3/4 campaign benchmark tweets (template).

Last 48 hours benchmark

38. Send emails to non-donors on contact list asking for help (template).
39. Send emails to backers asking for "stretch" help in reaching goal (template).



Post-campaign pursuits

40. Send thank-you emails to all backers.
41. Deliver donation rewards to all backers.
42. Keep backers updated on the progress of your project.