



Campaign Amplification Kit

(All listed resources are linked to Google Docs.)

You've successfully launched your campaign and have engaged your network. Now it's time to maintain your campaign's momentum and promote your campaign beyond your own network.

WEBINAR PRESENTATION

- [Amplification Webinar](#)
- [Amplification Webinar Slides](#)

BUILDING CAMPAIGN MOMENTUM

- [How to Run a Referral Contest](#)
- [Building Stretch Goals](#)
- [Campaign Updates](#)

CAMPAIGN OUTREACH

- [4 Steps to Email Outreach Success](#)
- [Tracking Paid Placement in 4 Steps](#)
- [Campaign Marketing Workbook](#)
- [Cross-Promotion Best Practices](#)

SOCIAL MEDIA

- [Promoting Your Campaign With Social Media](#)
- [Reddit 101](#)
- [Post, Pin, & Tweet: The Best Time to Outreach](#)
(courtesy of SurePayroll)

ADDITIONAL RESOURCES

- [Explore successful Indiegogo campaigns](#)
- [Indiegogo Playbook](#)
- [Indiegogo Blog](#)
- Have questions? Email the [Customer Happiness Team](#)