Prep Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	Build a team **2**	Start campaign draft: decide on goal & campaign length **3**	**4**	Fill out Marketing Workbook **5**	**6**	**7**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8	Begin campaign pitch and video **9**	**10**	**11**	**12**	Write a Press Release **13**	**14**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Finish filming video **15**	Draft Press outreach (stories on embargo until public launch) / Pre-campaign email / 'Thank You' email **16**	Set up & verify PayPal account **17**	Design perk structure (Make sure fulfillment is feasable) **18**	**19**	Create visual resources (infographics, etc.) **20**	Finish editing video **21**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Email outreach, lock in host comittee **22**	Let PayPal know you're running a campaign **23**	**24**	Design Stretch Goals **25**	**26**	**27**	**28**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	**SOFT LAUNCH** Trigger Host Committee outreach **30**	**PUBLIC LAUNCH** Email Blast Group 1 **31**	*Reply to comments on your campaign page* **1**	Shareable Update *Reply to comments* **2**	*Reply to comments* **3**	*Reply to comments* **4**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Post new gallery images *Reply to comments* **5**	Email Blast Group 2 *Reply to comments* **6**	Shareable Update *Reply to comments* **7**	*Reply to comments* **8**	Shareable Update *Reply to comments* **9**	*Reply to comments* **10**	*Reply to comments* **11**
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Post new gallery images *Reply to comments* **12**	*Reply to comments* **13**	*Reply to comments* **14**	Launch new perk Shareable Update *Reply to comments* **15**	*Reply to comments* **16**	*Reply to comments* **17**	*Reply to comments* **18**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Post new gallery images *Reply to comments* 19	*Reply to comments* 20	**LAUNCH CONTEST** *Reply to comment* 21	*Reply to comments* 22	**UPDATE** *Reply to comments* 23	*Reply to comments* 24	*Reply to comments* 25

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Post new gallery images *Reply to comments* 26	**LAUNCH FINAL PUSH PROMOTION** *Reply to comments* 27	*Reply to comments* 28	Send 48hr countdown update via campaign page update or email *Reply to comments* 29	• 24hr countdown update • Enter bank account information on "Get Funded" if you haven't already 30	**CAMAPIGN ENDS** *Reply to comments* 31	**UPDATE** *Reply to comments* 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BEGIN PERK FULFILLMENT *Reply to comments* 2	*Reply to comments* 3	*Reply to comments* 4	**UPDATE** *Reply to comments* 5	*Reply to comments* 6	*Reply to comments* 7	*Reply to comments* 8

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9	10	11	**UPDATE** 12	13	14	15

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	17	18	**UPDATE** 19	20	21	22

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	**UPDATE** 26	27	28	29

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6	7	8	9	10	11	12