

Indiegogo Prep Calendar:

2 months before launch

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Start collecting emails of interested individuals.</p> <p>Create social media pages and follow relevant influencers.</p> <p>1</p>	<p>Read the Email Outreach Success document and start building your outreach list and outreach schedule.</p> <p>2</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>3</p>	<p>Build your campaign team. Teams of 2 or more raise 3 times more than individuals.</p> <p>Invite the teammates via your campaign page.</p> <p>4</p>	<p>Make a list of your biggest supporters (your "host committee"), who will contribute first and enthusiastically spread the word.</p> <p>5</p>	<p>Fill out the Campaign Marketing Workbook.</p> <p>6</p>	<p>Start campaign draft by adding a title, goal, and determine the campaign length.</p> <p>7</p>
<p>8</p>	<p>Storyboard your pitch video. Check out some funny pitch videos for inspiration.</p> <p>For hardware campaigns, learn what you need to show in the first 30 seconds.</p> <p>9</p>	<p>Set up and verify your PayPal account (if applicable).</p> <p>10</p>	<p>Design the campaign perk structure (make sure fulfillment is feasible).</p> <p>11</p>	<p>Fill in perks and all other campaign draft details.</p> <p>12</p>	<p>Add content to the Facebook page and start tweeting. Use social media scheduling tools. Rotate news/blog posts, images, videos, or quotes.</p> <p>13</p>	<p>Research events/groups related to your project & reach out to tell them about your campaign.</p> <p>14</p>
<p>15</p>	<p>Start drafting your pitch text.</p> <p>Examples of great pitch text: Canary and Misfit Shine</p> <p>16</p>	<p>Choose a designer to create infographics, or create your own using various tools available online.</p> <p>17</p>	<p>Share your email landing page & social media pages with your host committee & early supporter network.</p> <p>18</p>	<p>Write press releases for local media.</p> <p>19</p>	<p>Decide on special perks to introduce later in the campaign.</p> <p>20</p>	<p>Draft at least 10 Tweets, FB posts, and short emails that your host committee can share.</p> <p>21</p>
<p>22</p>	<p>Draft pre-campaign emails and 'thank-you' emails; Add content to FB page</p> <p>23</p>	<p>Add content to FB page - rotate news/blog posts, images, videos and quotes.</p> <p>24</p>	<p>You've still been Tweeting & Retweeting all this time, right? :)</p> <p>25</p>	<p>Write press releases for larger daily and weekly media (press, blogs, etc).</p> <p>26</p>	<p>Design stretch goals.</p> <p>You're still scheduling Facebook posts with interesting content, right? :)</p> <p>27</p>	<p>Are you ready to launch? Use this email calculator to check.</p> <p>28</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 social media scheduling tool | 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