

# 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