

Indiegogo Prep Calendar:

Running and Managing Your Campaign

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Divide your email list into bucketed groups (ex: friends and family, networking contacts, influencers)	SOFT LAUNCH • Outreach to host committee and early contributors • Host soft launch event	PUBLIC LAUNCH • Email blast Group 1 • Post on social media	<i>Reply to comments on campaign & send thank you emails</i>	Post shareable update. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>	Post new gallery images. <i>Reply to comments & send thank you emails</i>
If you reached 40-50% of your goal, send press release to larger media outlets.	Send email blast to Group 2. <i>Reply to comments & send thank you emails</i>	Post shareable update. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>	Post shareable update. <i>Reply to comments & send thank you emails</i>	Post new gallery images. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>
Send press releases to larger media outlets (if you have another milestone to announce).	Post shareable update. <i>Reply to comments & send thank you emails</i>	Launch new perk. <i>Reply to comments & send thank you emails</i>	Post new gallery images. <i>Reply to comments & send thank you emails</i>	Post shareable update. <i>Reply to comments & send thank you emails</i>	Launch new perk. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>
Post shareable update. <i>Reply to comments & send thank you emails</i>	Launch referral contest. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>	Post shareable update. <i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>	<i>Reply to comments & send thank you emails</i>
<i>Reply to comments & send thank you emails</i>	Launch final promotion push based on previous successful tactics. <i>Reply to comments & send thank you emails</i>	Enter bank account information in campaign. Call bank to confirm details, and learn about when to expect funds.	Send "48 hour countdown" update via campaign page, social media, and email. <i>Reply to comments & send thank you emails</i>	Send "24 hour countdown" update. <i>Reply to comments & send thank you emails</i>	CAMPAIGN ENDS. WOOHOO! <i>Reply to comments & send thank you emails</i>	Post Thank You Update. <i>Reply to comments & send last thank you emails</i>

Running and Managing Your Campaign Checklist

WEEK 1

Divide your email list into bucketed groups

- Host committee
- Friends and family not in host committee (Group 1)
- Networking contacts (Group 2)
- Influencers (Group 3)
- Other

Soft launch

- Outreach to host committee and early contributors

[Host soft launch event](#)

Public launch

- Email blast Group 1
- Post on social media

[Post shareable update](#)

Post new gallery images

Reply to comments

Send thank you emails

WEEK 2

[Send press release](#) to larger media outlets announcing milestone

Send email blast to Group 2

Post shareable updates

Post new gallery images

Reply to comments

Send thank you emails

WEEK 3

Send press release to larger media outlets announcing milestone

Post shareable updates

Launch new perks

Post new gallery images

Reply to comments

Send thank you emails

WEEK 4

Post shareable updates

[Launch referral contest](#)

Post new gallery images

Reply to comments

Send thank you emails

WEEK 5

Launch final promotion push based on previous successful tactics

- Email blast
- Social media posts
- Host event
- Other

Prepare to receive funds

[Enter bank account information](#) in campaign

Call bank to confirm details

[Learn when to expect your funds](#)

Send “48 hour countdown” update on:

- Campaign page
- Social media
- Email

Send “24 hour countdown” update on:

- Campaign page
- Social media
- Email

Reply to comments

Send thank you emails

After campaign ends, post thank you update