

## PRE-LAUNCH: ~30 DAYS BEFORE

Goals: Build a community of advocates & reach 30% of your goal in pre-commitments.

- Ask your Campaign Champions:**
  - Be a Campaign Champion (advocate)
  - Please contribute early
  - Please reach out to your network to share this campaign once live
  - Provide them with boiler-plate copy to share (emails, tweets, Facebook posts, etc.)
- Ask Early Supporters:**
  - Please donate in the first 3 days
  - Share, Share, Share!
  - Stay tuned for updates!
  - Provide them with boilerplate copy to share (emails, tweets, FB posts, etc.)
- Businesses & Organizations:**
  - Share the vision & impact of campaign
  - Explain value to them (co-branding, high visibility philanthropy, marketing & new customers)
  - Tell them what they can do: (donate, sponsor rewards, matching donations, share with their networks)
  - Provide them with boiler-plate copy to share (emails, tweets, FB posts, etc.)

## LAUNCH PREP: MARKETING PLAN

Goals: Schedule your posts to make life easier & be prepared to communicate major milestones.

- Build MyCommunity email lists**
- Create a Facebook event for your campaign's launch day and invite contacts**
- Plan additional events/tactics**
- Draft/schedule your communications:**
  - Pre-launch updates/emails/social
  - Launch Day (morning, afternoon & evening) updates/emails/social
  - 30,50,75,90% etc Updates/Emails/Social
- Final Push Updates/Emails/Social**
  - 3, 2, 1 day(s) left
  - Final day (all day long!)
  - Campaign End (We did it!) Update/Emails

## LIVE CAMPAIGN

Goals: Execute your plan, stay active and engage your donors & turn supporters into advocates.

- Stay active (~15 minutes every day)**
- Create new updates with "behind the scenes" photographs and stories from the campaign team**
- Send out a press release about your project. Be available for interviews**
- Ask your contacts and team members to direct their family and friends to the website**
- Create an event around the launch of your project**
- Send invites to event**
- Thank donors at event and let them know how their gifts made an impact**
- Monitor posts and donations on website**
- Monitor social media feeds & respond to all comments on your pages**
- Send updates to donors and potential donors via email. Keep the energy positive!**
- Load new rewards and provide updates about the rewards**
- Rally supporters at the end!**
- Focus on stretch goals after initial goals are passed!**

## POST CAMPAIGN

Goals: Thank your supporters, demonstrate impact & tell supporters what to do next!

- Send victory/post campaign communication**
- Send donors, both in-kind, cash, and reward providers thanks via email or mail**
- Distribute the rewards**
- 30 Day follow up: Show impact**
- Thank supporters and ask: "Please support other great campaigns on this platform!"**
- Sit down for a conversation with your team and The Local Crowd about what worked, or didn't regarding the platform**