Crowdfunding Planner

*Evergreen Tip: The best way to embark on a successful crowdfunding campaign is to learn from those who’ve done it right. When you pick a platform, spend some time looking at successful campaigns, watch their videos, study their rewards, and see what really resonates. Better yet, back some other authors on your chosen platforms so you can see what creating a movement can look like from the backer’s perspective!*

Book Title:

Author:

Platform (Kickstarter/Indigogo, etc):

# Budget

***Evergreen Tip:*** *Use crowdfunding to pay yourself back for expenses you’ve already incurred, or to pay for one portion of your publishing journey, such as printing. That way, your crowdfunding campaign can become your pre-order campaign!*

* **What will I be funding?** 
  + Printing Cost?
  + Publishing Cost?
  + Something else?
  + **Write total here**
* **How much can I spend on marketing my campaign?** 
  + Publicist?
  + Press Release?
  + Reward Swag?
  + **Write total here**
* **What you will be funding + marketing spend = Crowdfunding goal**

# Pre-Campaign Checklist

***Evergreen Tip:*** *You will want to be in lock step with your publishing partner as you set these dates. Be sure everyone is aware of your campaign and your deadline expectations.*

***Evergreen Tip 2****: Spend the most time and energy on your video, and don’t forget a call to action at the end. Again, watch people who’ve done this right.*

* Check with publishing partner on dates
  + Date you’ll have a cover
  + Date you’ll have additional imagery
  + Date you can go to press
  + How long your printer will need to print copies of your book
* Secure a videographer
  + Create script
  + Set a date for when you will have a video completed
* Secure a graphic designer (if applicable)
* Determine rewards:
  + Reward 1
  + Reward 2
  + Reward 3
  + Reward 4
  + Reward 5
  + Add more rewards if needed

# Crowdfunding Materials

***Evergreen Tip:*** *Keep all of your crowdfunding materials and visuals carefully organized on your computer. You’ll need them to be accessed easily while your campaign is live.*

* Cover Art
* Interior design mock up (if possible)
* Galley copies (if possible)
* Additional resources (graphic designs, press release, lesson plan, etc.)
  + Resource 1
  + Resource 2
* Reward Materials (stuffed animals, exclusive art, other swag)
  + Reward 1
  + Reward 2
* Shipping mailers for rewards
  + Envelopes
  + Boxes
  + Paper, if needed

# Crowdfunding Dates

***Evergreen Tip:*** *If you are using crowdfunding to pay for your print run, we suggest running your campaign about 3 months before your book goes to press. That way there is not too much time between when your campaign ends and you can ship your rewards. We highly suggest shipping your rewards to your backers BEFORE the book is on sale to the general public.*

* Date I will create account and upload materials
* Campaign launch date
* Campaign end date
* Reward shipment date

# Crowdfunding Content Calendar

***Evergreen Tip:*** *Plan to be VERY active on your social media platforms while your campaign is live. Daily updates are recommended. Use this calendar to organize your posts letting people know about different aspects of your campaign. Use the example if you need!*

***Evergreen Tip 2:*** *You can schedule your social media posts out for the most part, but be sure to be communicating with people real time at least a couple times a week.*

***Evergreen Tip 3****: Thank your backers publicly by tagging them, if you can!*

***Evergreen Tip 4:*** *Always use visuals with your posts!*

* *Example Week 1; January 5-11*
  + *General post about the campaign (add $5 boost spend)*
  + *Highlight reward #1*
  + *Highlight reward #2*
  + *Behind the scenes of my kickstarter video*
  + *Thank each and every backer individually (and tag them in my post)*
  + *Facebook Live video talking about my greater vision for my book*
  + *Post a graphic showing how far we’ve gone toward our goal in the 1st week*
* Week 1; insert dates
  + Idea #1
  + Idea #2
  + Idea #3
  + Idea #4
  + Idea #5
  + Idea #6
  + Idea #7
* Week 2; insert dates
  + Idea #1
  + Idea #2
  + Idea #3
  + Idea #4
  + Idea #5
  + Idea #6
  + Idea #7
* Week 3; insert dates
  + Idea #1
  + Idea #2
  + Idea #3
  + Idea #4
  + Idea #5
  + Idea #6
  + Idea #7
* Week 4; insert dates
  + Idea #1
  + Idea #2
  + Idea #3
  + Idea #4
  + Idea #5
  + Idea #6
  + Idea #7