

# Crowdfunding Timeline

## Pre-Campaign Phase (6-8 weeks)

### **Weeks 1-2: Initial Planning (can be stretched depending on timeline)**

- **Define Goals:** Clearly outline your funding goal and what it will be used for.
- **Assemble Team:** Gather a team to help with the campaign.
- **Research & Learn:** Study successful Seed&Spark campaigns to understand best practices.
- **Finish campaign template and submit for revision:** Important to consider that you will need a campaign video.
- **Craft Your Pitch:** Write a compelling story for your campaign page and script your pitch video.
- **Prepare Visuals:** Produce high-quality images and videos for the campaign.
- **Plan Rewards:** Develop a tiered reward system that offers appealing incentives for different levels of contribution.

[Example 1.](#)

[Example 2](#)

### **Weeks 3-8: Audience Building**

- **Build a Mailing List:** Start collecting email addresses of potential backers.
- **Social Media Presence:** Begin posting regularly on social media to build an audience and engage with followers. 3-4 times a week.
- **Do rewrites:** Implement useful feedback into campaign.
- **Content Creation:** Create engaging content (videos, images, blog posts) that can be used during the campaign. **Reels are king!**

## Campaign Phase (4-6 weeks)

### **Week 1: Launch**

- **Launch Announcement:** Announce the campaign launch to your email list and on social media.
- **Engage Early Supporters:** Reach out to close contacts and previous supporters to get early pledges.

- **Press Outreach:** Contact media outlets and influencers to cover your campaign.

## **Week 2: Momentum Building**

- **Regular Updates:** Post updates on the campaign progress and share behind-the-scenes content.
- **Engage with Backers:** Thank backers and respond to comments and questions promptly.
- **Host Events:** Consider hosting a live event or Q&A session to keep the excitement going.

## **Weeks 3-4: Maintaining Interest**

- **Mid-Campaign Push:** Plan a mid-campaign push to maintain momentum. This could include new reward tiers or special promotions.
- **Social Media Campaigns:** Run targeted social media ads to reach a broader audience.
- **Collaborate:** Partner with other creators or influencers to cross-promote each other's campaigns.

## **Week 5: Final Push**

- **Urgency:** Create a sense of urgency as the campaign nears its end. Highlight that time is running out.
- **Count Down:** Begin a countdown on social media and in email updates.
- **Stretch Goals:** If you're close to reaching your goal, introduce stretch goals to encourage additional contributions.

## **Post-Campaign Phase (2-4 weeks)**

### **Week 1: Immediate Follow-Up**

- **Thank You Messages:** Send personalized thank you messages to all backers.
- **Update Backers:** Inform backers of the next steps and expected delivery timelines for rewards.

### **Weeks 2-4: Reward Fulfillment**

- **Deliver Rewards:** Start fulfilling rewards as soon as possible.

- **Ongoing Engagement:** Keep backers updated on the project's progress even after the campaign ends to maintain goodwill and build a community for future projects.

By following this timeline and consistently engaging with your audience, you can enhance your chances of successfully raising \$30,000 on Seed&Spark.