

CHECKLIST

13 Steps to Successful Crowdfunding



Below is a checklist of tips for successful crowdfunding campaigns!

Before starting the campaign

- ☐ 3 month before: Start preparing the basis (eg. video, pictures, texts, decide on funding goal and time frames)
- ☐ 2 months before: Build the crowd (eg. spread the word among your close circle and put them on newsletter list)
- ☐ 2-3 weeks before: Create excitement (social media, blog, newsletters, etc.)
- ☐ 2 weeks before: Press marketing (contact magazines, newspapers, blog owners, etc.)
- ☐ 1 week before: Get feedback on your campaign by asking a certain number of defined people.



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During the campaign

- ☐ Start with an event on the first day of your campaign
- ☐ Maintain daily communication through social media, blogging, newsletter, going to online and offline events, etc.
- ☐ Define how many people you want to ask personally to contribute (eg. 20-30 people per pay)
- ☐ Be creative and don't relax
- ☐ Regularly update your followers and community



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After the campaign

- ☐ Communicate your experience with your supporters and community through regular updates on your social media accounts and other communication channels
- ☐ Deliver your promises fast
- ☐ Deliver more than expected

The Crowdfunding Success Formula

Consistent Communication
+
Feel Confident
Asking for Money

