



Your project planning checklist

Before your project goes live

1. Identify your core supporters (individuals, groups and businesses)
2. Start creating an email list of your supporters
3. How much do you really need?
4. Put together a list of rewards to offer backers
5. Work out your project costs (including fulfilling any rewards)
6. Record a video for your project page
7. Create a simple press kit (logo/overview/video)
8. Identify blogs or niche media who will cover your project
9. Share your project before you go live and get feedback

While your project is active

1. Write regular updates on Fundsurfer
2. Send regular emails to your email list
3. Post updates to social media
4. Reach out to local papers/local TV

After your project has finished funding

1. Send out rewards
2. Keep posting updates on Fundsurfer
3. Keep posting updates to social media