



YOUR CAMPAIGN TIMELINE

An hour a day

Crowdfunding can be daunting, even when you've done it before. But it doesn't have to be! When you chunk down your campaign into bite-sized pieces and work closely with your team you'll find that it's not only doable, you can be amazing at it. Use this worksheet to help plan out the weeks ahead, and to plan your campaign. Remember we're always here to help if you have questions. **Reach out to us at success@ioby.org**

Getting ready for your campaign

1. Who are your first 10 donors to speak to in your first week? Brainstorm [your donor list](#) and add to it regularly.
2. Set an hour a day to talk to a few donors, so that you keep momentum.
3. Follow this worksheet with your team.
4. Examples for emails and calls at each stage are in our ioby campaign toolkit at ioby.org/four-pushes

Remember: Wait to share your campaign on social media until you have reached at least 25% of your goal!

TIMELINE

Week 1: Soft Launch

Your first 10 donations



Week 2: Soft Launch

Reach 25% of your dollar goal



Week 3: Celebrate

Celebrate everywhere, reach 40% of your dollar goal



Week 4: Celebrate

Reach 50% of your goal



YOUR TEAM'S TO-DO LIST

- Ask your teammates to give to the campaign. They'll help you build momentum to encourage others to give later on.
 - Then, visit or call your 10 closest supporters for donations.
 - Send a [thank you email](#), with your link to share your project.
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- Visit or call your [next 10 donors](#).
 - Send thank you emails, with your link to share.
 - Prepare an email to celebrate hitting 25% with your whole donor list.
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- Send your 25% celebration email to your whole donor list.
 - Share a celebratory [post on social media](#) too, and thank the donors who got you there.
 - Send thank you emails, with the link to share.
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- Celebrate the 50% milestone with your entire donor list.
 - Share a celebratory [post on social media](#), thank new donors.
 - Consider a face-to-face event to gather supporters, like a potluck dinner or a happy hour.
 - Call and visit your next 20-30 supporters.
 - Send thank you emails with a link to share.

Week 5: Urgency

Reach 65% of your dollar goal



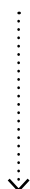
Week 6: Urgency

Reach 75% of your goal



Week 7: Last chance!

Reach 90% of your goal



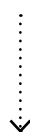
Week 8: Last chance!

Reach 100% of your goal



Week 9: Closing out

ioby funds **MUST** be transferred to a 501(c)3 non-profit. **OR** ioby can serve as your nonprofit fiscal sponsor, if you are eligible.



Week 10: Cultivate lasting relationships

- Switch your message to an urgent call to make this project happen. “We’re all pitching in, will you join us **right now?**”
- Call and visit your next 20-30 supporters.
- Continue sending thank you emails, with a link to share.
- Check in with your fundraising team. Ask them how it’s going—asking for money is hard!
- Encourage teammates to personally follow up with the donors they initially reached out to in week 1-4 but who have not yet made a donation.

- Call and visit your next 20-30 supporters.
- Send thank you emails, with a link to share.

- Switch your message to a **last chance rally** to meet your goal. This is your last stretch. “We’re so close, help us close the gap to reach our goal!”
- Invite people who have donated to ask their friends to give, and ask them to join at an easy amount; like \$20.
- Call and visit your next 20-30 supporters.
- Send thank you emails, with a link to share.

- Call anyone who said maybe, who didn’t pick up the phone earlier, and ask your donors to text their friends.
- Thank donors daily on social media with a last chance call.
- **REMEMBER:** You’re always able to extend your campaign if you need to.

- You worked hard, made **lots** of asks, and you’ve made it to your goal. Congratulations!
- Thank everyone—including your teammates—again, and celebrate the close of your campaign.
- **There are a few steps involved with closing your campaign and receiving your funds. Visit ioby.org/funds to see what to do next.**

- Cultivate long lasting donor relationships by continuing to engage your donors in ways that make sense for your project.
- Ask donors to volunteer or visit project related events.
- Send pictures and updates about your completed project to your donors to show them the impact that their donation made on you and the community.



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Use this blank worksheet to help plan your campaign. Plan who your donors are for each week, and jot down some thoughts on what a compelling message might be for each stage of your campaign. Remember, every message should lead to an outcome; maybe it's giving to your campaign, or maybe it's coming out to take part in your project and volunteering. Focus your message on the action you want your donor to take!

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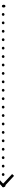
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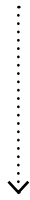
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Reach 50% of your goal



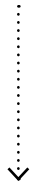
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