

# Launch Day Checklist

So you want to raise funds for your great idea through crowdfunding! But it can be super overwhelming once you realize all that needs to be done in order for a campaign to work.

Our Launch Day Checklist to the rescue! Along with our [How To Guide](#), use this checklist to make sure you've thoroughly planned out your campaign with best practices that will make you stand out in the crowd!

## One Month Until Launch

- Do some market research
- Write descriptions of your project
- Put together your press kit
- Set your funding goals
- Shoot your video
- Decide your reward levels and produce your rewards

## Three Weeks Until Launch

- Secure your early backers (25% of total goal)
- Edit and finish your intro video
- Create your crowdfunding page
- Plan your social media and outreach strategy

## Two Weeks Until Launch

- Send out 'teasers' about your campaign to your network
- Double check and finalize your crowdfunding page
- Set up your payment and shipping process

## LAUNCH DAY!

- Make your page LIVE!
- Start your social media and email outreach
- LAUNCH!