UWL CROWDFUNDING
PROJECT MARKETING TIMELINE

PRE-LAUNCH
- Identify who you will contact
  - Personal and Professional Contacts
  - Organizations and Businesses
  - Media Outlets

LAUNCH
- 1. Launch Emails
- 2. Social Media Launch
- 3. Press Release

MID-CAMPAIGN
- Mid-Campaign Emails

LAST CHANCE
- Last Chance Emails

POST CAMPAIGN
- Thank You Emails and Posts
- Customized Stewardship
  - Thank donors with videos, photos, etc. showing them how they made a difference

DURING CAMPAIGN
- Send updates to contacts and followers via email and social media
- Keep asking for support
- Thank Donors Throughout
- Be Creative! (Use photos, video, etc.)
UWL Crowdfunding: New Band Uniforms

**Pre-Launch**
- Identify who you will contact
  - Band members family, friends, colleagues, band alumni
  - Local music stores, uniform companies
  - La Crosse Tribune, WXOX, WEAU, The Raquet, La Crosse Radio Group

**Launch**
- 1. Launch Emails
   - 2. Social Media Launch (Facebook, Instagram, Twitter, etc.)
   - 3. Press Release

**Mid-Campaign**
- Mid-Campaign Emails

**Last Chance**
- Last Chance Emails

**Post-Campaign**
- Thank You Emails and Posts
- Customized Stewardship

**During Campaign**
- Send updates to contacts and followers via email and social media
- Keep asking for support
- Thank Donors Throughout
- Be Creative! (Use photos, video, etc.)

- Thank donors with videos, photos, etc. showing them *how they made a difference*