

# 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 Emails

## LAST CHANCE

Thank You Emails and Posts

## POST CAMPAIGN

Customized Stewardship

- Thank donors with videos, photos, ect. 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, ect.)

# 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, ect.)
3. Press Release

## MID-CAMPAIGN

Mid-Campaign Emails

Last Chance Emails

## LAST CHANCE

Thank You Emails and Posts

## POST CAMPAIGN

Customized Stewardship

- Thank donors with videos, photos, ect. 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, ect.)