

PREPARE for TAKE OFF

Your goal is to grab the attention of potential supporters with a strong campaign. To do that, you'll want to do early prep work. The most successful campaigners start preparing their campaign way before they create their campaign page. **Here's how to prepare:**

Get all the TIPS!
 Don't miss out on all our **HELPFUL RESOURCES** for building your campaign.
 Go to readyfundgo.com/resources

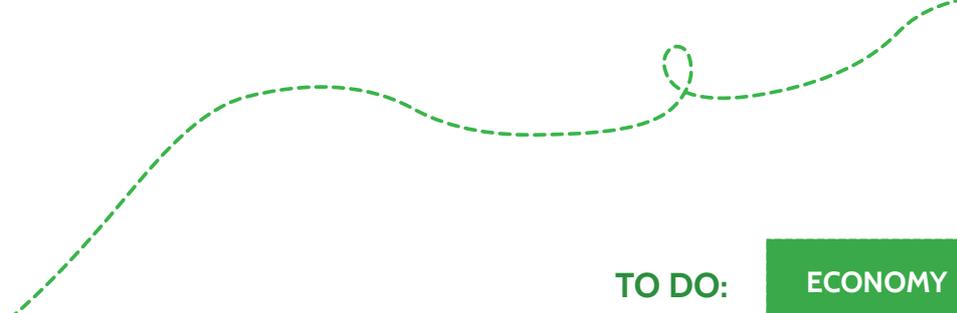
Great for small campaigns that you want to promote to family & friends

Great for small campaigns looking to attract new customers & fans

Most likely to succeed. Great for campaigns that are medium to large.

TO DO:

	ECONOMY	BUSINESS	FIRST CLASS
<p>Brainstorm Rewards Ideas</p> <p>Choosing your rewards wisely. If you don't know where to start, why not take a look at readyfundgo.com/rewards or talk to your campaign pilot for ideas.</p>			
<p>Draft Your Campaign Story</p> <p>Send it to your family and friends first to view and give you feedback before you submit it on Ready Fund Go. Our resources pages also give helpful tips on telling an effective story. Go to readyfundgo.com/resources.</p>			
<p>Create Social Media Pages & Accounts</p> <p>Facebook, Twitter, LinkedIn, Instagram & Pinterest are all popular channels for getting attention.</p>			
<p>Gather Images & Photos</p>			
<p>Set a Target Fundraising Goal</p>			
<p>Get a Logo & Infographics Designed</p>			
<p>Create a DIY Video</p> <p>A video is the best way to get your message across. Take advantage of this! If you're not a video expert, you can always use your phone to shoot the video with a little bit of preparation. Video making tips can be found at readyfundgo.com/resources.</p>			



TO DO:

	ECONOMY	BUSINESS	FIRST CLASS
<p>Develop a Social Media Campaign</p> <p>Social media is one of the most effective and cost efficient ways to get your message out there and gain supporters. Formulating a strong and detailed social media plan can take some planning but in the end it will make all the difference.</p>			
<p>Prepare a Full Budget</p> <p>Are you starting a business or do you have complex budget considerations? Preparing a comprehensive budget is essential. If you don't have any real business or financial experience, get professional advice.</p>			
<p>Get Your Website or Blog Ready</p> <p>Creating a webpage can be quite daunting especially for those of us who are not that tech savvy. However, it's gotten much easier these days with simple online tools or by investing in a website package.</p>			
<p>Create a Professional Video</p> <p>A professional video will always look and be perceived a lot better than a DIY video. An early investment into a strong video can take your campaign to a whole new level and increase the amount raised dramatically.</p>			
<p>Get Legal and Financial Advice</p> <p>Starting a business? Get advice on everything from trademarking to how to structure your business.</p>			
<p>Advertise</p> <p>Explore what possible avenues of advertising you can use, including everything from free community online notice boards, blogs, message boards, local newspapers, or with paid advertising online, on the radio and or television.</p>			

Go to [readyfundgo.com/resources](https://www.readyfundgo.com/resources) for more resources & help.

Need EXPERT help?

Find crowdfunding experts in copywriting, video, design, branding, legal, finance & marketing. Go to [readyfundgo.com/experts](https://www.readyfundgo.com/experts) >



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