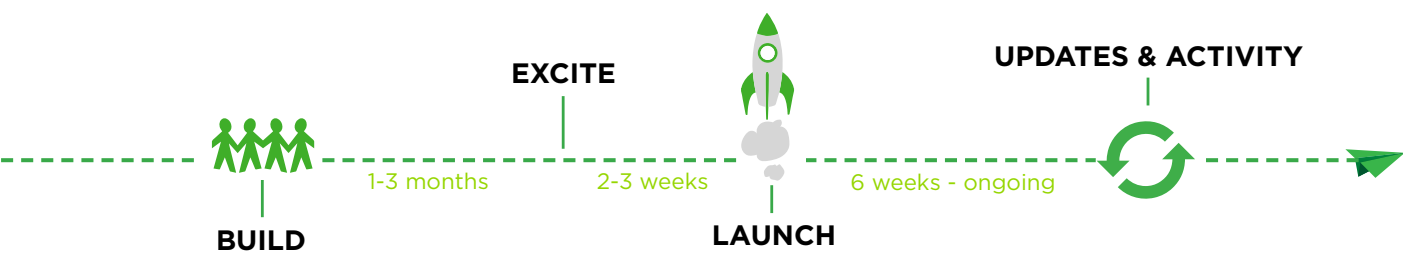


Timeline for Success



HELPFUL HINTS TO SKY ROCKET YOUR CAMPAIGN ONCE IT'S LAUNCHED.

Updates & Activity for a 6 Week Campaign*

WEEK 1

Media Blast - Let everyone know you have launched!

Social Media - Post your launch across all your personal social media accounts - Facebook, Twitter, LinkedIn and Instagram.

PR - Send out media releases to as many people working in the media industry as you can.

Use Your Local Community Resources - Post your campaign on local free websites, blogs, community online noticeboards, send editorial to local newspapers or online weekly newsletters.

WEEK 2

Weekly Updates on Social Media Accounts and via Email:

Weekly updates can include comments on your campaigns progress, any special announcements or new rewards you have added or when a large donation has been made.

Example 1: "A big thank you to my dedicated supporter Joe Blogs, who has just purchased the \$1,000 award".

Example 2: "We have just reached \$50,000, only \$5,000 to go until we reach our target" and perhaps include a thumbs up selfie.

Example 3: Post a photo of you wrapping up your rewards awards for posting to supporters (if your rewards are physical)

Remember these updates don't always have to be positive. You need to be honest with your supporters and let them know if you have hit any delays or unforeseen issues.

NB - It is important that you post a weekly update as supporters get concerned if they don't receive an update on a campaign they have donated to.

*Statistics show that most successful campaigns are between 30-50 days in length (4-6 weeks).

Go to readyfundgo.com/resources for more crowdfunding resources & help.

Updates & Activity for a 9 Week Campaign

WEEK 3

Weekly updates on your social media accounts and via email, as per Week 2.

Add Extra Rewards: Engage new supporters and keep old supporters interested by adding on extra awards. Make sure they aren't better than previous awards posted as this may cause backlash from your original supporters who were there for you in the first place!

WEEK 4

Weekly Updates on your social media accounts and via email, as per Week 2.

Give the **Media and Local Community** an update on the progress of your campaign.

Update your video with a personal message. This could include an update on how your campaign is performing and any new developments or achievements you have experienced or a simple thank you to those who have already donated.

WEEK 5

Weekly Updates on your social media accounts and via email, the media and throughout your local community, as per WEEK 2.

Think about updating your fans with new images or any physical progress you can show, even if it's you on the phone ordering some equipment, looking happy with your results or pointing at something relevant with your campaign. **Be human and connect with your supporters.**

Add limited time only rewards to attract new supporters or get old loyal supporters to donate again. Use buzz words such as "limited time only", "special rewards" and "special edition".

WEEK 6

Countdown of the last 7 days till your campaign finishes on ALL social media accounts and your local community online sources.

Post something every day this week e.g. "only three days to go", "only \$200 off my goal", "Wow - thanks xxxx for helping me" - BE FRIENDLY, FUN & INTERACTIVE .

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