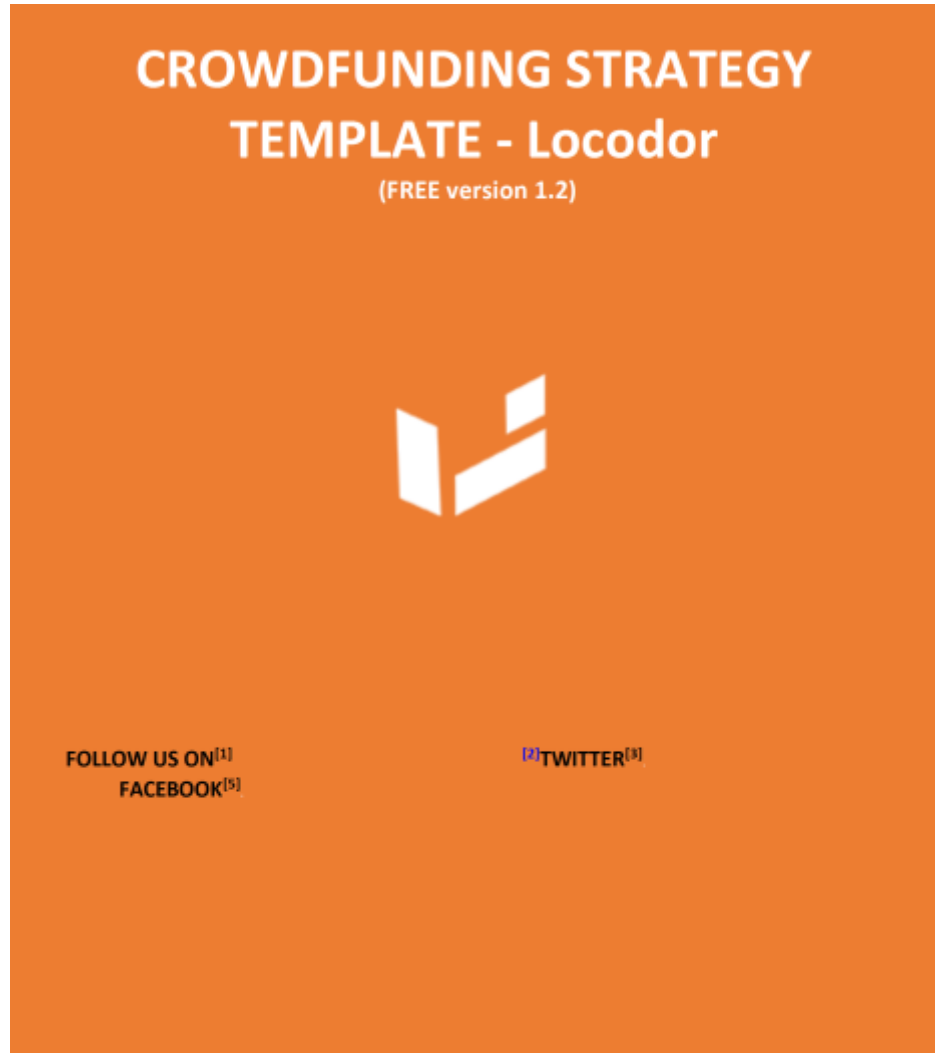


# CROWDFUNDING STRATEGY TEMPLATE - LOCODOR TIPS



1 - [1] <https://www.facebook.com/Locodor/> [2] <https://www.facebook.com/Locodor/> [3] <https://twitter.com/locodor01> [4] <https://twitter.com/locodor01> [5] <https://www.facebook.com/Locodor/> [6] <https://www.facebook.com/Locodor/>

Status	Task	Assigned to	Assigned to	Deadline	Notes
Pre Campaign					
Task Status	Research your audience (who, why and where)				EXAMPLE NOTE... Change the dropdown options from the "template options" sheet (hidden). Hover over the logo icon for more info. Happy filmmaking!!
Task Status	Legal matters (bank account and legal structure)				
Task Status	Get your team together				
Task Status	Research and choose the platform				
Task Status	Decide on a realistic goal				
Task Status	Brainstorm campaign ideas with your team				
Task Status	Build a timeline				
Task Status	Research your community and its online activity				
Task Status	Start growing your online and offline communities				
Task Status	Research potential partners				
Task Status	Research potential press connections				
Task Status	Research potential networks				
Task Status	Hone your campaign pitch (what, why and to whom)				

Task Status	Test your pitch				
Task Status	Create a budget				
Task Status	Collect campaign media (images, videos)				
Task Status	Determine perks				
Task Status	Test your perks with the target audience				
Task Status	Produce your pitch video				
Task Status	Test the video with your target audience				
Task Status	Prepare a publishing plan for the campaign				
Task Status	Get your team to evaluate their availability				
Task Status	Prepare press releases / an EPK Website				
Task Status	Contact your networks to secure a 20-30% seed investment				
Task Status	Start soft launch (if applicable)				
<b>Campaign Launch</b>					
Task Status	Press release about the launch				
Task Status	Keep growing your network				
Task Status	Launch your email campaign				
Task Status	Weekly email campaigns				

Task Status	Analyze and tweak perks				
Task Status	Thank your supporters				
Task Status	Daily campaign updates (interviews, behind the scenes...)				
Task Status	Keep your partners informed about the campaign				
Post Campaign					
Task Status	Inform supporters about the campaign results				
Task Status	Deliver perks				
Task Status	Send a post campaign press release				

<i>Team Contact List</i>							
<i>Name</i>	<i>Role</i>	<i>Availability h/week</i>	<i>Social Media Link</i>	<i>Reach</i>	<i>Email</i>	<i>Phone</i>	<i>Notes</i>
John Doe 1							
Jane Doe 2							
John Doe 3							
Jane Doe 4							
John Doe 5							
Jane Doe 6							

John Doe 7								
Jane Doe 8								
John Doe 9								
Jane Doe 10								

<i>Publishing Plan</i>		<i>Perks Total</i> <i>(cost 1750 deducted)</i>							
<i>Perk Price</i>	<i>Perk Cost</i>	<i>Sales Goal</i>		<i>Perk Name</i>	<i>Chars</i>	<i>Short Description</i>	<i>Chars</i>	<i>Tested Yes / No</i>	<i>Notes</i>
10	3	250	1750	An ass print of our main actor John Doe	45	Who wouldn't want an ass print or our main actor John! With the potential DNA sample, you can clone you own J.Doe!	115	no	This would most probably be very bad perk so don't copy this... It's 2am and I am creating this form :) Cheers, Sami
			0		0		0		
			0		0		0		
			0		0		0		









