

**TO DO LIST FOR 6 WEEKS OF PREP:**



"Who is your audience" interviews

Hone messaging

Assemble Your Team

Budget/Define Wish List

Determine Incentives

Pitch Video Production

Press/Partner Outreach

Newsletter Broad Outreach

Gather Materials: Videos, stills, reference materials, previous reels, press – anything you're going to use to convince people to get involved with you and your project.

Campaign Updates

Social Media Prep

Follow-up Interviews

<b>Week 1: Audience</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>	<b>SUNDAY</b>
<b>Topic/Focus</b>	<b>Audience</b>	<b>Audience</b>	<b>Audience</b>	<b>Audience</b>	<b>Audience</b>	<b>Audience</b>	<b>Audience</b>
<b>Update</b>							
<b>Facebook</b>	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts
<b>Twitter</b>	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts
<b>Video/ Images</b>	Pre-Production	Pre-Production	Pre-Production	Pre-Production	Pre-Production	Pre-Production	Pre-Production
<b>Events</b>			Attend a Meet-up/Screening				
<b>Organization/Press/Blog Outreach</b>	Find 10 Potential Partners	Research 10 Partners	Research 10 Partners	Research 10 Partners	Research 10 Partners	Research 10 Partners	Research 10 Partners
<b>Thank You's</b>							
<b>Direct Emails/Messages (10 per day)</b>	Nearest & Dearest	Nearest & Dearest	Nearest & Dearest	Nearest & Dearest	Nearest & Dearest	Nearest & Dearest	Nearest & Dearest
<b>Newsletter/Mailing</b>							
<b>Message Testing</b>	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews
<b>Week 2: Gather and Create</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>	<b>SUNDAY</b>
<b>Topic/Focus</b>	<b>Gather and Create</b>	<b>Gather and Create</b>	<b>Gather and Create</b>	<b>Gather and Create</b>	<b>Gather and Create</b>	<b>Gather and Create</b>	<b>Gather and Create</b>
<b>Update</b>							
<b>Facebook</b>	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts
<b>Twitter</b>	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts	Message Test 2-3 posts
<b>Video/ Images</b>	Production	Production	Production	Production	Production	Production	Production
<b>Events</b>			Attend a Meet-up/Screening				
<b>Organization/Press/Blog Outreach (10+)</b>	Org/Press/Blog Outreach	Org Email Outreach	Org Email Outreach	Org Email Outreach	Org Email Outreach	Org Email Outreach	Org Email Outreach
<b>Thank You's</b>							
<b>Direct Emails/Messages</b>							
<b>Newsletter/Mailing</b>			Announce the Campaign!				
<b>Message Testing</b>	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews	Audience Interviews
<b>Week 3: Turn on Social Media + Submit to Seed&amp;Spark</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SATURDAY</b>	<b>SUNDAY</b>
<b>Topic/Focus</b>	<b>Suggested Submission Date &amp; Social Media Launch</b>	Excite/Entice	Excite/Entice	Excite/Entice	Excite/Entice	Excite/Entice	Excite/Entice
<b>Update</b>							
<b>Facebook</b>	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
<b>Twitter</b>	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets
<b>Video/ Images</b>	Post-Production	Post-Production	Post-Production	Post-Production	Post-Production	Post-Production	Post-Production
<b>Events</b>			Attend a Meet-up/Screening				
<b>Organization/Press/Blog Outreach</b>	Org/Press/Blog Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Rest
<b>Thank You's</b>							
<b>Direct Emails/Messages</b>	Get Pitch Video feedback	Get Pitch Video feedback	Get Pitch Video feedback	Get Pitch Video feedback	Get Pitch Video feedback	Get Pitch Video feedback	Rest
<b>Newsletter/Mailing</b>							
<b>Message Testing</b>		Message Review			Message Review		

# SEED & SPARK

Week 4:	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	Pitch Video						
Update							
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets
Video/ Images	INCORPORATE PITCH VIDEO FEEDBACK	RECUT/FINE TUNE	RECUT/FINE TUNE	RECUT/FINE TUNE	RECUT/FINE TUNE	RECUT/FINE TUNE	RECUT/FINE TUNE
Events	Find Launch Event Location	Find Location	Find Location	Find Location	Find Location	Find Location	Rest
Organization/Press/Blog Outreach	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Rest
Thank You's							
Direct Emails/Messages							
Newsletter/Mailing			Remind Your Network!				
Message Testing		Message Review			Message Review		
Week 5	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	Suggested WishList & Incentives Submission						
Update							
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets
Video/ Images	Test with Audience	Test with Audience	Test with Audience	Test with Audience	Test with Audience	Test with Audience	Test with Audience
Events	Invites + Food/Drink	Invites + Food/Drink	Invites + Food/Drink	Invites + Food/Drink	Invites + Food/Drink	Invites + Food/Drink	Invites + Food/Drink
Organization/Press/Blog Outreach	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up
Thank You's							
Direct Emails/Messages							
Newsletter/Mailing							
Message Testing		Message Review			Message Review		
Week 6	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	Final Campaign Tweaks			Suggested Submit to Go Live			
Update							
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets
Video/ Images	Final Revisions	Final Revisions	Final Revisions	Upload			
Events	Final Prep	Final Prep	Final Prep	Final Prep	Final Prep	Final Prep	Final Prep
Organization/Press/Blog Outreach	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up	Org Follow-Up
Thank You's							
Direct Emails/Messages (10+	Personal Emails	Personal Emails	Personal Emails	Personal Emails	Personal Emails	Personal Emails	Personal Emails
Newsletter/Mailing			Prime Your Network!				
Message Testing		Message Review			Message Review		