

# Kickstarter Project Timeline

Kickstarter timelines are rarely one-size-fits-all, and they are never set in stone. Here's a general guide that you can use to create your own project timeline.

## Now:

- Develop your project idea and the story you want to tell.
- Begin to brainstorm [rewards](#) and [video](#) ideas.
- Assemble your team.
- Create a production plan and budget; determine shipping and postage costs.
- Start thinking about promotional plans.

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## One Month Before Launch:

- Compile a general mailing list and press list for the project.
- Start building a list of influencers and people in the media who will champion your project for you when it goes live.

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## Two Weeks Before Launch:

- Begin [identity verification](#) and set-up your [Stripe Payments](#) account.
- Build your project page. Share with the team at Kickstarter as well as anyone else from whom you'd like feedback. Remember to focus on a [killer project image](#) and a snappy and informative short blurb.
- Begin to plan out your communications strategy and [Kickstarter project updates](#). Create media assets to share throughout the campaign, for various scenarios and on various channels.

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## One Week Before Launch:

- [Share your preview link](#) with a close group of valuable community members as a sneak peek and to ask for feedback.
  - Share your preview link with your influencers and with key members from your press list. Make sure to include your launch timeline, and instruct them to keep the link private until launch.
  - Create your launch day timeline (see "Launch Day" below).
  - Finalize your communications plan: how, when and where will you share your project from day one onwards. What assets and content will you share along the way?
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## Launch Day:

Soft-launch your project to a select group of fans and supporters to get momentum going on your project page before the whole world sees it.

Update your website and all other channels with an announcement and link to your project page.

Announce your project to your email list and press list.

Activate your social media channels and get people sharing your story on your behalf.

End the day by thanking your first backers for a great start over email and social media.

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## Throughout Your Campaign:

Use Kickstarter's [Creator Tools](#) to track your campaign's progress and manage your backers.

Respond to comments on project page, in updates and messages.

Add answers to common or recurring questions to [your project FAQ](#).

Consider turning the answers to very common questions into a project update.

Maintain dynamic and engaging social media updates. Create posts that others will want to share on your behalf.

Stay cool, have fun!

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## A Few Days Post-Launch:

Begin following up with your contact list on an one-to-one basis. The most effective form of outreach is direct and personal.

Tweak your communications plan for a variety of different scenarios. How will you communicate to backers if you are exceeding your goal? How will you communicate if you still have a ways to go?

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## Send project updates at key milestones:

When you reach 20-30% of your goal: send out first update to thank backers. Include news about your project, select press if you have it, and some fun media for them to enjoy and share.

Repeat the above at 50% funding and when you are closing in on reaching your goal.

Send updates when there is other exciting news to share, either about the progress of your Kickstarter campaign, or if there is general news about your project.

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**Engagement tends to dip towards the middle of the campaign. Use this time to:**

Catch your breath.

Pivot your outreach strategy (if it's not working).

Engage your backers by introducing new updates or rewards.

Re-engage people in your contact list who have not yet pledged to your project.

Or try any of the ideas in [this video](#).

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**When you've fully funded:**

Send an update to celebrate with your backers.

Consider whether or not you want to introduce a stretch-goal. Stretch-goals can represent a new funding goal or introduce a backer goal, and should always reward the community supporting you.

If you haven't already, begin to plan your fulfillment strategy.

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**After your campaign ends:**

Send a success update to your backers to thank them and fill them in on what they can expect next.

Update your [Spotlight](#).

Send updates to keep backers in the loop as your project develops.

[Send surveys](#) to your backers to collect information on fulfilling rewards.

[Send updates](#) to your backers as you ship rewards.

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**When you have completely fulfilled all rewards and executed the project:**

Send an update to inform the community that the project has ended and all rewards have been fulfilled.

Notify backers of cool, exciting stuff to come in the future.

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