

# Your Launch Day Communications Plan

Who, when, what, how, and where you are going to tell people about your campaign.

Having a launch day timeline will help you make sure you are reaching the right people at the right time. This isn't for everyone, but if you are the type who likes to plan out every detail, you will love this worksheet.

To get the absolute most out of this resource, spend some time creating segmented email lists (using something as simple as a draft email or a spreadsheet), a copy doc for drafting emails and project updates before you launch, and a shareable folder with images and videos for sending to press and influencers.

*Sample launch day timeline - some are more detailed, some less. You can also use this format to map out your entire communications plan - from before you launch, until the campaign is over.*

When	What	Where	How
Month before launch	Reach out to key influencers, bloggers and press with project preview link	Personal email account	<ul style="list-style-type: none"> <li>• Personal emails to people who have a track record of writing about your project's themes.</li> </ul>
Day before launch	Contact insider list via group email	Personal email account	<ul style="list-style-type: none"> <li>• Kickstarter project launching tomorrow</li> <li>• We will let you know first, before everyone else</li> <li>• Our \$40 reward was made with you in mind - It's limited, so get in there early</li> <li>• Your early support will help us with important early momentum</li> <li>• &lt;3</li> </ul>
8:45am	Run through the <a href="#">launch day checklist</a> one more time.	n/a	n/a
9:00am	Launch!	Kickstarter.com	Record the moment with a photo/video/screencast for sharing later.
9:05am	Contact insider list via email	Personal email account	<ul style="list-style-type: none"> <li>• We are live!</li> <li>• Be one of our first backers</li> <li>• Picture of special reward and reminder that it is limited</li> <li>• Please share it</li> <li>• One million thank yous</li> </ul>
9:10am	Add link to project and some copy to your email signature	Email settings	<ul style="list-style-type: none"> <li>• Join me in bringing X to life. [trackable short link to project]</li> </ul>
9am	Personal thank yous to early backers	Personal emails	<ul style="list-style-type: none"> <li>• Thanks!</li> </ul>
11am	Share on social media with friends and followers	Facebook/ Twitter/ Instagram	<ul style="list-style-type: none"> <li>• It's live! Join me in bringing this dream to life.</li> <li>• Link will show project image and title</li> </ul>
12pm	Email extended network	Personal email	<ul style="list-style-type: none"> <li>• Announcing something new, wonderful</li> <li>• Limited, exclusive opportunity</li> </ul>
1pm	Planned press goes live	n/a	<ul style="list-style-type: none"> <li>• This is a good time for press stories to go live. This way when people hit your project, there are already pledges and activity.</li> </ul>
3pm	Share follow-up post on social media	Facebook/ Twitter/ Instagram	<p>Possible messages:</p> <ul style="list-style-type: none"> <li>• Celebrate success, report any milestones (30% funded, 10 backers, etc)</li> <li>• Thank those already on board and share any exclusives still remaining (still 4 spots for dinner with me!)</li> <li>• Share this post with friends who you think will love it, your support in sharing is as important as backing</li> </ul>
7pm	Send first project update	Kickstarter.com	Thank your early backers for their support. Let them know how to share and continue to support. Example <a href="#">here</a> and <a href="#">here</a> .

Have a planning document you used with your Kickstarter campaign? Share it with us on Twitter @KickstarterTips. We would love to see it.