

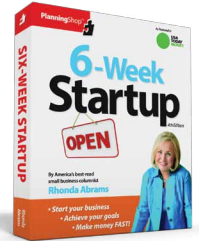


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Excerpted from Six-Week Startup

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BUY IT!



MY CROWDFUNDING PLAN

The story (who, what, where, when, why) _____

The goal \$ _____

Possible crowdfunding platforms _____

Flexible or all-or-nothing campaign _____

Marketing

- Contact lists you'll share your campaign with (e.g., friends, family, influencers, bloggers, media, followers) _____
- Social media plan _____
- Press release _____
- Email newsletter _____
- Launch party _____
- Possible strategic partners/sponsors _____

Rewards for non-equity crowdfunding

Be realistic when choosing rewards for your campaign. You'll have to both pay for and fulfill these rewards. Add rows for additional reward levels.

Reward Level (e.g. \$10, \$25, \$50)	Description of Reward	Cost of Reward
Level 1		
Level 2		
Level 3		
Level 4		
Level 5		

Expenses

- Platform fees _____
- Rewards (for non-equity crowdfunding) _____
- Video production _____
- Marketing expenses _____