

LAUNCH CALENDAR VISUAL GUIDE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Mobilize “pre-load” list and inner circle to pledge today.	2 •Email mailing list •FB page update •FB profile updates •Facebook event	3 • Personal email & call • Other lists, bands,etc • Media Appearances	4 • Personal email & call • Other lists, bands,etc • Media Appearances	5	6
	PRELAUNCH	THREE DAY LAUNCH			Email & Call 5 people	Email & Call 5 people
7	8 •FB/Twitter Post •Backer Update	9 Email mailing list	10 FB Event Update	11 •FB/Twitter Post •Backer Update	12	13
Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people
14 •FB/Twitter Post •Backer Update	15 Email mailing list	16 FB Event Update	17 •FB/Twitter Post •Backer Update	18	19	20 •FB/Twitter Post •Backer Update
Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people
21	22 FB Event Update	23 •FB/Twitter Post •Backer Update	24 Email mailing list	25	26 •FB/Twitter Post •Backer Update	27
Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people	Email & Call 5 people
28	29 •Email mailing list •FB page update •FB profile updates •Facebook event	30 • Personal email & call • Other lists, bands,etc • Media Appearances	31 • Personal email & call • Other lists, bands,etc • Media Appearances	1 PROJECT END	2	
Email & Call 5 people	THREE DAY END					

*Use as a visual guide to avoid second guessing & sleepless nights. Adjust for your own campaign schedule and unique network of fans, family, & friends.