

Channel	Pre-Launch (Laying the groundwork)	Launch-day (1 day, announce to world)	Campaign (30-60 days, managing momentum)	End (3-5 days, final)
<b>Experiment</b>	<input type="checkbox"/> Browse Experiment, find a project you like, and support it! Learn to feel and see what a backer sees!			
<b>Facebook/ E-mail/Personal blog</b>	<input type="checkbox"/> Notify your network via <a href="#">FB messages / e-mail</a> about your upcoming campaign <input type="checkbox"/> Join the <a href="#">Experiment</a> and <a href="#">Experiment Researchers</a> FB group <input type="checkbox"/> Search for and shortlist a minimum of 5-10 FB pages that you think would be interested in your research	<input type="checkbox"/> Put campaign link in your e-mail signature for the duration of your campaign <input type="checkbox"/> Share campaign link on personal FB page <input type="checkbox"/> Send <a href="#">FB messages / e-mail</a> notifying your network of the launch	<input type="checkbox"/> Share project content (labnotes, community events, press) on personal FB page <input type="checkbox"/> Post lab notes to shortlisted FB pages periodically	<input type="checkbox"/> Send final push <a href="#">FB messages / e-mail</a> to your network for support or to share
<b>Twitter</b>	<input type="checkbox"/> Follow <a href="#">@lets_experiment</a> and check out the hashtag <a href="#">#realtimesci</a> for examples of content shared by other researchers <input type="checkbox"/> Search for and follow a minimum of 50 people / influencers who you think would be interested in your research <input type="checkbox"/> Search for and shortlist a minimum of 10 hashtags relevant to your research project	<input type="checkbox"/> Put campaign link in your Twitter bio for the duration of your campaign <input type="checkbox"/> Tweet about your campaign using a combination of different #hashtags	<input type="checkbox"/> Tweet interesting project content (ie. labnotes, community events, press, project page etc) @ 3 people every day ( <a href="#">example here</a> ). Remember to ask them to help you re-tweet (RT)! Remember, if its people you don't know, try not to lead with the ask for funding support first, rather, win them over with your content!	
<b>Press/Blogs</b>	<input type="checkbox"/> Prepare a press release ( <a href="#">example here</a> ) <input type="checkbox"/> Search for, and shortlist a minimum of 25 <a href="#">relevant press contacts / blogs</a> that could share your story		<input type="checkbox"/> A quarter of the way into your campaign, contact your press shortlist and see if any would write about your campaign to spread the word	
<b>Community engagement</b>	<input type="checkbox"/> Online: Plan for a minimum of 1 online community outreach event (ie. <a href="#">Reddit AMA</a> , <a href="#">G+ Hangouts on Air</a> ) <input type="checkbox"/> Offline: If possible, consider organizing an offline event (ie. <a href="#">Meetup</a> , On-campus talk)		<input type="checkbox"/> Halfway through your campaign, host your online community engagement event <input type="checkbox"/> Halfway through your campaign, host your online/offline community event	
<b>Partnerships</b>	<input type="checkbox"/> Search for and shortlist a minimum of 3 corporations, foundations, and NPOs, that may be interested in your research (look for their Press / CSR e-mail, Twitter account)		<input type="checkbox"/> After you've hit 30-40% of your target, or a quarter of the way through your campaign, contact partnership shortlist to see if they're interested in sharing or matching the funding for your project	
<b>Lab Notes (Topics in italics)</b>	<input type="checkbox"/> <i>Introductions</i> : Tell us about your research team, and motivations for the campaign <input type="checkbox"/> <i>Background Information</i> : Tell us about some of the prior work that's been done in this research field – link to previous presentations, research papers, articles etc.	<input type="checkbox"/> <i>Hello World</i> : Announce your project, and plans for the remainder of the campaign – talk about Twitter, FB, online/offline events etc.	<input type="checkbox"/> <i>Milestone Updates (weekly)</i> : Talk about project funding milestones, upcoming community events, etc. <input type="checkbox"/> <i>Interesting facts (Weekly)</i> : Consider writing a short post about something of interest related to your research <input type="checkbox"/> <i>Interesting pictures/videos (Weekly)</i> : Show some photos/videos of your lab, and related experiments	<input type="checkbox"/> <i>Thank You and End</i> : Thank your backers regardless of if your project was successful or not