

# START SOME GOOD.COM

## CAMPAIGN PROMOTION PLAN

### September

- Team meeting to brainstorm promotion strategy. Identify each team member's 'tribes' and networks and which methods will best connect with them.
- Reach out to potential partners (media, community organisations) who can help spread the word about our campaign.

### October

- Meet with key supporters and brief them on the campaign plan and their roles.
- Send out invites to launch parties - online and offline events

### November 1st

- Launch party! Free catering provided by Hank's Diner. Jenny's brother's band are playing. Laptop stations will be set up with volunteers to guide supporters through the pledging process.

### November 3rd

- Distribute press release with photos of launch party, our founders and our cute rewards.
- Put up posters around town and leave flyers with friendly local businesses
- Place our free ad in the Brentham Boxers' newsletter (80,000 subscribers)
- Send personal emails to each of our top thirty contacts, ask them to pledge, like and share us on FB

### November 7th

- Flashmob at Brentham Square. Post-flashmob team distributes campaign URL on mini-flyers.

## DURING THE CAMPAIGN:

- Daily: tweet out pledge tallies, funny moments, shoutouts to big donors; update Facebook page with progress reports, links to our blog and relevant articles of interest on the web.
- Weekly: Post an update to the campaign page on StartSomeGood and send out our email newsletter.

## HALFWAY TO TIPPING POINT

- Send an email out to our newsletter subscription database, letting them know we don't get the funds unless our campaign tips.
- Send another personal email appeal to our top 30 contacts (who haven't contributed yet)
- Twitter bomb
- Team meeting - get feedback on the campaign response so far, see who needs help, add new ideas to promotions plan

#### AFTER TIPPING POINT

- Announce over email, Facebook and Twitter, but emphasise how much more we'll get done if we reach our final goal.

#### \$2000 to go

- Send out Kim's cool infographic - what \$2000 means in Brentham