

NYC Crowdfunding Campaign Launch Checklist

1. Define your campaign goals: How much do you need? Why?
2. Choose the right crowdfunding model (rewards, equity, donation).
3. Research and select the best platform (Kickstarter, Indiegogo, Wefunder, etc.).
4. Write a compelling story that resonates with NYC audiences.
5. Create engaging visuals: campaign video, images, branding.
6. Plan creative and meaningful reward tiers or equity terms.
7. Build your pre-launch audience: email list, local community, friends & family.
8. Develop a launch calendar with key promo dates and content.
9. Reach out to local press, blogs, and influencers in NYC.
10. Launch your campaign and promote daily on social media.
11. Engage with backers: reply to comments, post regular updates.
12. Track campaign metrics and adjust strategy as needed.
13. After funding: fulfill rewards, thank your supporters, and stay in touch.