# Pre-Launch Checklist

By completing this pre-campaign checklist, you can ensure that all necessary preparations are in place before launching your campaign, setting the stage for a successful fundraising initiative.

☐ **Define Campaign Goals and Objectives**

Clearly articulate the specific goals and objectives of the campaign, including fundraising targets, the number of new donors to acquire, and the desired impact on your organization's mission.

☐ **Segment Donor Database**

Use donor data to segment supporters based on giving history, demographics, and engagement level. Establish a giving history by identifying the donation amounts and frequency of donations to help personalize your appeals and tailor your outreach.

☐ **Craft Messaging and Storytelling**

Develop compelling messaging and storytelling that highlights the long-term impact of giving and the value of becoming a donor. Tailor your messaging to resonate with the specific audience segment you are targeting.

☐ **Create Campaign Assets**

Develop visual and multimedia assets to support the campaign, including graphics, videos, landing pages, and social media content. Ensure that all assets align with the campaign messaging and branding.

☐ **Prepare Email and Social Media Content**

Draft and schedule email and social media content to be deployed during the campaign launch period. Develop engaging content that introduces the campaign, highlights its objectives, and encourages supporters to get involved.

☐ **Prepare Kindest Fundraising Page**

Create a Kindest Fundraising Page to be published and utilized throughout the course of your campaign. Create donation tiers to encourage your donor with specific donation amounts on your Fundraising Page.

☐ **Secure Partnerships or Collaborations**

Identify potential partners or collaborators who can help amplify the campaign reach and impact. Reach out to other nonprofit organizations, businesses, influencers, or community groups to explore partnership opportunities.

☐ **Set Up Tracking and Reporting Systems**

Establish tracking and reporting systems to monitor campaign performance and measure progress towards goals. Define key performance indicators (KPIs) and set up analytics tools to capture relevant data.

☐ **Finalize Internal Communication and Roles**

Communicate the campaign details, goals, and expectations with internal stakeholders, including staff, board members, and volunteers. Ensure everyone is aligned and equipped to support the campaign effectively.

☐ **Test All Campaign Elements**

Conduct a final review and test all campaign materials, including emails, donation forms, landing pages, and social media posts. Confirm that all links work, assets load correctly, and messages display properly across platforms.

☐ **Prepare for Real-Time Engagement**

Assign a team member to monitor donations as they come in and use the Kindest "reply" feature for personalized outreach. Plan real-time engagement activities, such as live updates and social media shout-outs.

☐ **Plan End-of-Campaign Follow-Up**

Schedule post-campaign thank-you emails and follow-ups to all donors. Prepare a campaign wrap-up report to share impact results, thank supporters, and build momentum for future initiatives by stewarding these relationships.