

Crowdfunding Checklist for Podcasters

PLANNING STAGE

If podcast is in pre-launch stage

- Podcast Name
- Podcast Format & Frequency
- Podcast Production Budget
- Brand Story & Narrative
- Short-term (< 1 year) goals
- Bonus: Long-term (> 1 year) goals

CROWDFUND PRE-LAUNCH

Minimum 4 weeks prior to desired launch date

- Create Clear Campaign Goals and Timeline
- Choose Crowdfunding Platform
- REQUIRED: Open Business Bank Account for Funds
- List All Expenses to Create Campaign \$\$ Goal
- Create Marketing Calendar for pre, during, and post-campaign
- Film & Photograph Campaign-Specific Content
- Write Campaign Narrative
- Plan Reward Tiers (suggestion: 5-7 tiers)
- Secure at least 5-10 Backers for Day 1
- Begin Teasing Campaign at least 1 Week Prior to Launch on Social Media, by Word of Mouth, and Email List (if applicable)
- Submit Campaign to Platform for Review (allow at least 3 business days for approval)

VISIT
[HTTPS://EMPOWEREDINCOLOR.PODIA.COM/CF-STARTER-KIT](https://empoweredincolor.podia.com/cf-starter-kit)
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