

BIG WATER

Completed to-dos

October 19	Kickstarter Campaign <ul style="list-style-type: none">✓ Mailchimp email to all Dr. Pop subscribers + Facebook update It's the last week of the campaign!!✓ Kickstarter backer update
October 17	Kickstarter Campaign <ul style="list-style-type: none">✓ Weekly email to Dr. Pop Team to tell them what to do✓ Swap out the image for the home page✓ 10-11 personal emails asking people to donate
October 9	Kickstarter Campaign <ul style="list-style-type: none">✓ Kickstarter backer update
October 6	Kickstarter Campaign <ul style="list-style-type: none">✓ Weekly email to Dr. Pop team to tell them what to do
October 3	Kickstarter Campaign <ul style="list-style-type: none">✓ Tweet about campaign✓ 10-11 personal emails asking people to donate✓ Mailchimp email to all of Dr. Pop: Make a team? Feature Jackie et al (post on facebook and tweet)✓ Weekly email to Dr. Pop team to tell them what to do✓ Facebook update
September 29	Kickstarter Campaign <ul style="list-style-type: none">✓ Facebook update - campaign update, thanking donors & asking friends to repost.✓ Facebook post about campaign on Gilda's page. Kickstarter tweet✓ Send 10-11 Personal emails asking people to donate & ask other Dr. Pop people to do the same✓ Wow! What a first day, facebook update and MAILCHIMP email✓ Tweet the launch and launch party✓ Personal thank-yous to people who came and donated at launch party✓ Send Direct messages to FB friends (starting with the above) asking them to post the Kickstarter link on their Facebook✓ Share ABOVE with Andrea, Gary, Celine, Ryan, and Jackie so that they can do the same✓ Launch on Facebook through Dr. Pop page (kickstarter link) & update every couple of hours. Ask Dr. Pop peeps and beverley to do same.✓ Weekly email to Dr. Pop team to tell them what to do

September 24

Kickstarter Campaign

- ✓ Mailchimp email to all Dr. Pop subscribers ANNOUNCE KICKSTARTER CAMPAIGN donate
- ✓ Kickstarter Launch Party