Time (PST)	Time (EST)	Task	Person	Done?	Notes
05:15	08:15	Awake and at a computer for final checks			
05:30	08:30	Launch campaign on crowdfunding platform			
05:30	08:30	Campaign video goes "public" on YouTube/Vimeo			
05:40	08:40	Test checkout on crowdfunding platform			
05:45	08:45	Update landing page to "pre-order" buttons instead of email capture at top (leave bottom email capture intact)			
06:00	09:00	Send "we've launched!" email to friends and family list			
06:00	09:00	Post launch notification to social media channels + pin post			
06:00	09:00	Release Press Release			
06:00	09:00	Manage social comments + crowdfunding platform comments			
06:00	09:00	Send out "thank you" message directly to backer on Kickstarter, include a survey. If on Indiegogo, email backers directly.			
06:15	09:15	Update email welcome series			
06:30	09:30	Send launch email to lead generation list			
06:30	09:30	Advertising campaign goes live for review			
07:00	10:00	Inform KOLs that campaign is live and send link to the campaign			
07:00	10:00	Inform all media contacts that campaign is live and send link to the campaign			
08:00	11:00	Reach out to new media with live campaign			
09:00	12:00	Review new outlets for campaign "media" section update			
10:00	13:00	Send out first campaign update + email			
10:00	13:00	Post campaign status update to social media channels			
11:00	14:00	Outreach to people on friends & family list who have not yet backed the campaign			
12:00	15:00	Send second update email to entire lead generation list			
13:00	16:00	Submit campaign to various crowdfunding promotion sites			
14:00	17:00	Outreach to every single person who has DM-ed/message/inboxed/responded that the campaign is live			
18:00	21:00	Send third update email to entire lead generation list			