



Pre-Launch Checklist | Fundraiser Launch Kit

Use this checklist to stay organized and launch your fundraiser with confidence. Whether you're going solo or working with a team, these steps will help you get set up for success.

1. Campaign Setup

If you're using [Sapling](#), these are the first steps to set up your Giving Grid. If you're using another platform, most of these still apply — just adapt them to your system of choice.

- ☐ Create your fundraiser account and complete your profile
- ☐ Set a clear, achievable fundraising goal
- ☐ Write a compelling campaign description
- ☐ Upload a logo or featured image
- ☐ Customize your Giving Grid

2. Communication Planning


- ☐ Identify your inner circle (friends, family, close supporters) who will help kick things off
- ☐ Draft your first outreach email or message (use our templates for inspiration)
- ☐ Plan your first 3 social media posts — consider who, what, and when
- ☐ Assign roles if you have a team (e.g., who's handling updates, social, outreach)

3. Promotion & Launch Readiness

- ☐ Build a simple launch calendar for the next 2–4 weeks of outreach
- ☐ Test your campaign link on mobile and desktop to make sure it's working smoothly
- ☐ Prepare at least 1 personal story or anecdote that connects donors to your mission
- ☐ Set up a thank-you message or post-donation follow-up plan
- ☐ Check in with your biggest supporters and let them know the launch is coming

4. Final Prep

- ☐ Take one last look at your page — would *you* feel excited to donate if you saw it?
- ☐ Give yourself a launch date and hit publish — let's go!

 **Pro tip: Don't worry about being perfect.** Most successful campaigns grow over time. Starting strong just means having a clear message and a plan for sharing it. You've got this!