

Parenting by Connection Everywhere Book Publishing Campaign

Overview

Parents have been asking for a full-length book about Parenting by Connection for many years. Patty has never given up on this idea and in spite of many personal challenges the book is finally happening! We need pre-orders of 2,000 books (the equivalent of \$50,000) to support the completion of Patty's new Parenting by Connection book through the publication and distribution process. If we are fully funded on or before October 20th, that will allow us to have books in parents hands in early 2016.

Key Dates

August 17th to September 8th Launch Team Warm-Up and grow team to 70+ members. Share goals and strategy with team members. Provide articles, memes, and video they can pass on to their community contacts.

September 8th Launch Team Pre-Launch Conference Call

September 9th to September 14th Launch Team warms up their community contacts with sample email/social media to prepare for Launch.

September 13th Pre-Launch announcement to 40,000 contact subscribers list.

September 15th 2:00 PM Today's the Day Launch announcement to contact list, social media, instructors, donors, and Board Members.

September 15th 4:00 PM Launch Campaign on Indiegogo at:

<http://igg.me/at/ParentingbyConnectionBook>

The site will have a professionally produced video about the campaign, details about our mission, samples of Patty's writing, testimonials, and various levels of perks for pre-ordering books and supporting the effort.

Goal for first 48 hours is 700 book pre-orders.

September 16th Updates and additional messages for Launch Team to share to build momentum. Refresh and update [Campaign Resource page on website](#) as needed to respond to funders and Launch Team needs.

September 17th 10:00 AM, Patty speaks on [The Great Parenting Show](#).

September 18th to 21st Report to Launch Team on progress and next steps.

Goal for first week is a total of 1,400 book pre-orders.

September 22nd First Weekly Update and fresh posts, emails, video, testimonials to share.

Goal for Week 2 is a total of 1,600 books pre-ordered.

September 29th Second Weekly Update and fresh posts, emails, video, testimonials to share.

Goal for Week 3 is a total of 1,800 books pre-ordered.

October 6 Third Weekly Update. Almost there! Share personal messages about Parenting by Connection and focus on the changes possible in individual families as well as the larger society if every child were listened to, accepted, and well-connected to caring adults in their lives.

Goal for Week 4 is 2,000 books pre-ordered.

October 13th Reach Goal with huge celebration and fanfare!! Open the champagne!! Extend campaign to our **Stretch Goal to record the audio book to be released along with the printed and digital books.**

