WEEK 3						
Day 15: **Calls continue.** **DMR update.**	**Day 16:** **Calls continue.** **DMR update.** **Continue working communications plan:** *Announce weekly challenge, if any.*	**Day 17:** **Calls continue.** *Calling party.* **DMR update.**	**Day 18:** **Calls continue.** **DMR update**. *Are you at 50-65% of total goal? If not, reassess and refine strategy.* **Team Meeting**. *Check in on morale, celebrate progress, strategize for next phase, have fun* **Plan for Week 4 challenge / incentive**.	**Day 19:** **Calls continue.** *Calling party.* **DMR update**. **Begin actively closing large investor commitments.**	**Day 20:** **Calls continue.** **DMR update.** **Email push to meet weekly challenge.**	**Day 21:** **Calls continue.** *Calling party.* **DMR update.** **Organize team meeting** *(for day 25)*
WEEK 4						
Day 22: **Calls continue.** **DMR update.**	**Day 23:** **Calls continue.** **DMR update.**	**Day 24:** **Calls continue.** *Calling party.* **DMR update.**	**Day 25:** **Calls continue.** **DMR update**. *Are you at 75% of total goal? If not, reassess and refine strategy. Consider two-week extension if necessary.* **Team Meeting**. *Check in on morale, celebrate progress, strategize for final phase, have fun!* **Plan for final (?) week's challenge / incentive**.	**Day 26:** **Calls continue.** *Calling party.* **DMR update**. **Final push for large investor commitments/closing.**	**Day 27:** **Calls continue.** *Calling party.* **DMR update**. *Will you meet goal by day 30? If you are close, plan for final push.* *If not, plan for two-week extension.* ***Work Communications Plan**: Emails to members should be daily by now and communicate urgency!*	**Day 28:** **Calls continue.** *Calling party.* **DMR update.**
WEEK 5						
Day 29: **Calls continue.** *Calling party.* **DMR update.**	**Day 30:** **Calls continue.** *(Final?) Calling party.* **DMR update. If you made it:** *Celebrate and give thanks!* **If you are extending:** *Celebrate and keep going!*	**And Beyond:** **If you are extending:** *Continue calling, DMR evaluation, and large investor outreach as above, with special attention to incentives and messaging to motivate and incentivize people to act.* **Whether you reached goal or are extending:** *Work rigorously to close on all commitments. All commitments should be closed within two weeks of last calls.*				