

# Before You Join a Campaign...

So you've been invited to join a campaign - congrats! Before accepting the invitation, there are a few questions you should be sure to ask the Host to make sure the campaign is a good fit for you and that you are prepared to be a great partner.

- **How many emails can I expect to acquire?**

This varies based on the campaign but if the campaign is listed in Find Campaigns, you can view this info in "Estimated Entries." You should also check out the profile of the Partner brands under "Find Partners." Partners with a 2nd or 3rd degree of removal will deliver more new emails to your list than 1st degree connections.

- **What other brands are you considering for this campaign?**

If they've accepted other Partners already, make sure that they are a **good fit** for you and have an audience you'd like to reach (i.e. female-targeted fitness brands in the media space).

- **Are you setting Minimum Entry thresholds?**

If a brand has set a minimum number of entries that each brand is required to deliver before you can retrieve your entries, ensure that your brand will be able meet the requirement in the allotted time frame.

- **What will I be expected to contribute for prizing?**

A general benchmark is anywhere from \$100-\$300 in value but be sure to ask your host. Are they providing all of the prizing? Are partners required to provide product or cash? Make sure that you're able to provide whatever is required before you accept.

- **What is the average list size you are considering?**

Ensure that brands roughly your size will be included in the campaign.

- **Are you creating assets & tracking links and distributing them to partners, or will I be expected to generate them?**

Usually the host is responsible for creating **campaign promotional assets**, so double check that. Check to see whether each brand is responsible for creating their own **Tracking Links**.

- **When will I be expected to promote this campaign to my list?**

If they've already created a [media plan](#), ensure that you will be able to promote the campaign during the given time frame. If a media plan isn't available, check the start and end dates for the campaign to make sure you have space in your content calendar to promote. Meeting your promotional obligations is critical to ensuring a successful campaign.

- **What are the Official Rules?**

If the Official Rules have been generated already, read them over and make sure you don't need to add or change anything.