

## **Crowdfunding Toolkit**

We are excited to have your project participate in [Crowdfunding Name]. To help jump start your fundraising plans, we've provided this toolkit to give additional information to prepare your campaign.

*Please note that it is up to the [Institution] team's discretion to review or modify content as necessary.*

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### **What is it?**

[Crowdfunding] is a crowdfunding program supported through the [Institution]. You can use [Crowdfunding] to raise funds for a specific cause or project by tapping into your network of friends, family, and alumni.

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### **Would my project be the right fit for [Crowdfunding]?**

Successful projects:

1. Are specific and tangible.  
You should be raising funds you need for a specific item, event, project, etc.
2. Short term.  
Average project length runs 30-45 days.
3. Have realistic goals.  
The average crowdfunding project raises \$1,000-\$3,000. The amount of work your team puts into outreach will directly impact the success of your project.
4. Have a clear audience.  
The best audience is your personal network, including friends, family, teammates, and classmates. Anyone with ties to your program would be ideal supporters.
5. Are run by YOU!

Your team/group members are the best advocates for your project. It is your level of engagement that will lead the project to success. The [Institution] is here to help guide and advise, but it is your involvement that will help you reach your goal.

### **Additional Things to Consider**

- What is the project and why does it need funding?
  - Who is the target audience that will be asked to give?
  - What is the goal and timeline for this project?
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### **Content Needs**

Each project will have its own fundraising page that will be highlighted on the [Crowdfunding] site. We ask that you provide appropriate content to help share your project's story.

**Copy Requirements:** You need to provide content to share publicly on your project's profile page. Please include a summary of the project, why it is important, or why someone should give to it. You need a very clear call to action, such as "Give now to..." While there is not a specific character limit, we recommend your messaging should be no longer than 300 words.

### **Image Requirements:**

- Required: A profile logo: 300x300 px (5MB max) | JPG, JPEG, or PNG
  - The logo will be automatically cropped as a square.
- Required: A cover photo: 1500x500 px (5MB max) | JPG, JPEG, or PNG
  - Choose an image that doesn't have a face in the center of the photo, is clear and not too dark.

### **Statistic displays (optional):**

- Please provide any goals you may have for your project: dollar amounts, donor amounts and if you want that information displayed on the screen.

### **Donation Levels (optional):**

- Gift level photos (600x400 px)
- Text descriptor can contain up to 75 characters

**Video (optional):** YouTube or Vimeo URL. Please note videos are subject to consideration and may not be accepted based on messaging, quality, and content.

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## Communication Resources

### **Marketing Strategy Ideas**

- Crowdfunding projects require a continuous push from the project owners to be successful. Social media and networking accounts from the individuals involved in the project need to be utilized to get eyes on the page.
- Facebook has groups for various topics and projects, you should plan to utilize these to attract a bigger network and more eyes on the page.
- Ask your department/unit to send the page link out to their networks via social media or email and to personal networks.

### **Stewardship Ideas**

- Create a thoughtful “thank you” message to include in the donation confirmation email that is sent automatically to your donors.
- You can also include either a YouTube/Vimeo video or photo with your message.
- Sharing post-campaign follow-ups on social media can be a great way to share updates with your supporters.

### **Social Media Ideas**

- Compelling images and strong social media copy can help you get people to your page. Refer to the image tips above and the below copy templates for dynamic social posts.
- Below are some examples of the social media posts you can customize for your project:

#### **Student Organization project examples**

- “ Show your love for [Student Org Name] by making a gift NOW to help [2-8 words about outcome.] [Link to crowdfunding page]
- “ Thank you to the X donors who have given \$X for the [initiative name]. We have got X more days to reach our goal of \$X. Show your support by making a gift NOW! [Link to crowdfunding page]

### Personal post examples

- “ [Student org name] has been so important to my college experience. Will you join me by giving \$10 or more to support [brief description of outcome]? Thank you! [Link to crowdfunding page]
- “ Thank you to those of you who have already given to [Student Org Name]! We've got X more days to reach out goal of \$X. Will you help? Your gift will [brief description of outcome]. [Link to crowdfunding page]

### **Email Ideas**

- Along with social media, emails are another effective way to drive donors to your crowdfunding page. When crafting the subject line, aim to *make it compelling and create a sense of urgency*. This will help increase opens and engagements.
- Below are some email examples. Feel free to use this template or use your own email to reach out to your network:

#### General example

Dear friends:

[Program name] changes student lives by [short clause about impact]. This effort is especially important right now because [add brief clause about why this is urgent].

That's why we're asking our friends and families to help us rally around this important program. Join us today by making a gift of any size.

[Link to crowdfunding page]

Your support will make a remarkable difference on student lives. Thank you!

Sincerely,

[Name or Group Name]

#### Example with a personal story

Dear friends:

[Program name] has made an incredible difference in my experience at [Institution]. [Add personal sentence about how this

program has made new opportunities possible, helped create a sense of community, or other.]

Many of my peers have shared similar stories with me about the impact that [program name] has had on their lives. That's why I'm asking you to join our community and our friends and families in supporting [program name] today. Gifts of any size make a lasting difference for students like me.

[Link to crowdfunding page]

Together, donors to this initiative will make a personal and profound impact on our community. Thank you!

Sincerely,

[Name, class year and other applicable info (major, student officer position, etc.)]