

APPLICATION FOR FUNDRAISING PROJECT ASSISTANCE

Please read through and fill out this application in its entirety before submitting. If you have any questions during the submission process, please contact Michael.Keegan@sdsmt.edu.

Your Name: _____

Email: _____ Phone #: _____

Your affiliation to South Dakota Mines: _____

Department or organization you are representing: _____

Is your group a recognized Mines student club or organization? Check [here](#) if you're not sure.

Yes _____ No _____

If yes, please continue to the next section. If no, please contact the CARA directly for assistance.

Faculty/Staff Advisor:

Name: _____ Email: _____ Phone #: _____

_____ **Student Leaders, if applicable:**

President: _____

Email: _____ Phone #: _____ Major/Year: _____

Vice President: _____

Email: _____ Phone #: _____ Major/Year: _____

Treasurer: _____

Email: _____ Phone #: _____ Major/Year: _____

Secretary: _____

Email: _____ Phone #: _____ Major/Year: _____

Organization's mission statement or description:

How many students are active in your organization? _____

List *at least 2* annual expenditures (general categories and approximate amounts):

EXPENSE DESCRIPTION	AMT/YEAR	MONTH DUE
TOTAL	\$0.00	

List *at least 2* current sources of income (general categories and approximate amounts):

INCOME SOURCE	AMT/YEAR
TOTAL	\$0.00

PROJECT DESCRIPTION

Projects must support Mines' overall mission by improving our community on campus and beyond. Please refer to the strategic plan if you are unsure of your organization's impact (viewable at www.sdsmt.edu/pursuitofexcellence).

Describe your project and what you hope to accomplish with the funds raised:

Total estimated cost of the project: _____

Amount already raised (if applicable): _____

When are the funds needed in hand? _____

Describe the target group you believe will contribute to your cause:

If I were in this target group,

- Why should I consider donating to your cause?

- What recognition will I receive?

- What else can I expect to receive in return for my support?

List 3 people who have committed to dedicating time to this fundraising project. Please mark with an asterisk (*) next to the project leader's name:

Name: _____ Title or affiliation to your group: _____

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List up to 3 alumni whom you can ask for help on this project:

Name: _____ How do you know them? _____

Name: _____ How do you know them? _____

Name: _____ How do you know them? _____

List any potential corporate or local business contributors:

CROWDFUNDING OPTION

MobileCause is the platform for community fundraising. This offers our donors a new avenue to provide support directly to their areas of interest, and can help faculty and students meet their fundraising goals. The MobileCause platform is managed by CARA for text to give and peer-to-peer/crowdfunding and can be used by recognized student clubs or organizations only. A 2.5% credit card fee will be charged, though no additional fees will be applied to your student group. Please note this when developing your financial goals.

Crowdfunding is used best for funding specific projects or campaigns but doesn't work well for unrestricted fundraising. It is best to be clear and specific about what you're trying to fund. Typically, you can expect to raise between \$2,000-\$10,000 through crowdfunding depending on the size of your donor pool, your personal contacts, and your teams' commitment to the project.

Crowdfunding also relies heavily on personal networking and a social media presence. Because it is peer to peer soliciting, you'll need to use email lists, Facebook pages, Twitter feeds, LinkedIn groups, Instagram posts, etc to promote your project. If you do not have a strong pre-existing audience, then crowdfunding may not be worth the investment of your time and resources.

Are you interested in learning more about running a crowdfunding campaign? Yes _____ No _____

Thank you for your interest. Please email the completed form to Michael.Keegan@sdsmt.edu for review.

We will be in touch as soon as we are able. If you have any immediate questions, please contact CARA at 605-394-2436 or stop in and see us.



APPLICATION FOR ASSISTANCE SUBMITTED TO CARA FOR REVIEW



TRAINING AND PLANNING MEETING WITH FOUNDATION



CHECKLIST:



- CONFIRM FUNDRAISING GOALS AND BUDGET
- AGREE TO TIMELINE AND MILESTONES
- DRAFT AND FINISH COMMUNICATIONS
- SUBMIT MEDIA FOR CROWDFUNDING (IF APPLICABLE)
- IDENTIFY AND REVIEW PROSPECTS
- DEFINE CONTACT STRATEGY
- AGREE TO STEWARDSHIP PLAN



SOLICITATION PROCESS AND/OR CROWDFUNDING CAMPAIGN



STEWARDSHIP PHASE

- CARA SENDS DONOR CHARITABLE GIFT RECEIPT
- PROJECT LEADER SENDS **THANK YOU** NOTES AND USE-OF-GIFT REPORTS
- CULTIVATE RELATIONSHIP FOR NEXT ASK