

Thank you for your interest in the USAFA Endowment’s new crowdfunding platform, Falcon Funder. This application will evaluate your project’s suitability for Falcon Funder and a 30-day fundraising campaign. Applications are reviewed on an ongoing basis. Once you have completed your application, please email it to falconfunder@usafaendowment.org.

General Information

First Name, Last Name:	
Email:	
Phone Number:	
Your USAFA affiliation:	<input type="radio"/> I am a USAFA graduate <input type="radio"/> I am a USAFA staff/faculty member <input type="radio"/> I am a USAFA cadet <input type="radio"/> Other _____
Department/organization/class you are representing and seeking funding on behalf of:	
Your role in department/organization/class:	
Target audience for your crowdfunding campaign:	
If you are applying on behalf of a class, please list your class giving representative(s):	
Does your department/organization/class have (check all that apply):	<input type="radio"/> Facebook page <input type="radio"/> Twitter account <input type="radio"/> Instagram account <input type="radio"/> Vine account <input type="radio"/> YouTube channel <input type="radio"/> No social media presence
Do you have video footage you could use for your project?	<input type="radio"/> Yes <input type="radio"/> No
If you do not have video footage, do you have the ability to create a video to be posted on Falcon Funder?	<input type="radio"/> Yes <input type="radio"/> No
Do you have images on hand related to the project?	<input type="radio"/> Yes <input type="radio"/> No

Project Information

Proposed Project Title:	
Total budget needed for project:	\$
Funding amount requested (suggested goal \$1,000 - \$15,000):	\$

Please note:

- ❖ Funding requests will be discussed during initial meeting with USAFA Endowment staff.
- ❖ If you are seeking more than \$15,000, please indicate below; consideration for higher funding is made on a case-by-case basis.
- ❖ The success of crowdfunding is based on email communication and social media postings. Generally, you can expect to raise about \$4 per email address your department/organization/class reaches out to. The chart below should be used to determine your funding goal:

Funding Goal	Email Addresses Needed
\$1,000	250
\$2,500	625
\$5,000	1,250
\$10,000	2,500
\$15,000	3,750

Other means by which you are raising funds (if applicable):	
Are funds needed by a certain date?	<input type="radio"/> Yes <input type="radio"/> No
If so, when?	
When would you like to begin fundraising?	
Is your project related to an event that has yet to take place?	<input type="radio"/> Yes <input type="radio"/> No
If yes, what is the name of the event?	
When is the event scheduled for?	
Does your group currently have a fund account established with the USAFA Endowment in which funds can be deposited?	<input type="radio"/> Yes <input type="radio"/> No
If yes, what is the USAFA Endowment fund and ID in which the fundraising dollars from crowdfunding will be deposited?	
What will you do with the funding if your project doesn't reach the goal?	
What will you do with the funding if your project exceeds the goal?	

Sell us on your project! Consider the following questions when responding: Why does your project deserve to be picked from the many Falcon Funder applicants? How will this funding help you achieve your objectives? Why do you believe in your project's ability to succeed? Why should donors contribute to this? (500 words or less)

How does this project benefit current USAFA cadets? (500 words or less)

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Project Participants

Successful crowdfunding requires group dedication; you will need a core group of volunteers. It is imperative that all of these people are willing to commit to work every day throughout the quiet and active phases.

Do you have at least 5 members of your department/organization/class that will be dedicated to helping you achieve your goal?	<input type="radio"/> Yes <input type="radio"/> No
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If you responded 'yes', please list their names and email addresses:

1. 2. 3. 4. 5.

Projects listed on Falcon Funder run for 30 days. Your team will need to provide updates and remain actively engaged (new videos, updated postings, usage of social media such as Twitter and Facebook, as well as email solicitations and thank you notes). It is recommended that each team member commit 20 minutes per day for the length of the campaign.

Are you willing and able to commit 20 minutes per day to promoting your project?	<input type="radio"/> Yes <input type="radio"/> No
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Please describe how you and your project team will stay committed for the duration of the project. (500 words or less)

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Thank you for applying to Falcon Funder!