

GO

Have a **great idea** but need
funding to get it off the ground?

FUND

YOURSELF

To apply or for more information, visit
ualberta.useed.net

Part 1: Why crowdfund

Part 2: How crowdfunding fits

Part 3: Our first year



My name is...

I'll go first.







Students:

39,312

FROM

151

Countries

200

Undergraduate
Programs

170

Graduate
Programs

18

Faculties

Part 1: So **WHY** crowdfund?

1. New way to fund campus projects
2. Online giving
3. Attract young alumni
4. Expand “culture of philanthropy”



Spread the word, and the support. You make the difference!

To get started, click on a project below.



Play Around the World 2015

This year Play Around the World is fundraising to send 14 students to Thailand, Cambodia and Northern Canada to play with children and youth of all abilities. These students volunteer approximately 35 hours per week for 12 weeks where they gain valuable life skills.

\$13,495

\$20,000



24-hour matching challenge #UAlbertaGivingDay

Support students building the first made-in-Alberta satellite! While the Giving Day challenge has ended, gifts to this project will continue to be matched, up to a total of \$50,000. To donate, visit albertasat.ca



Projet Kenya - Campus Saint-Jean U of A

Through this educational and humanitarian experience, participants aim to better understand global citizenship and social justice issues. As future teachers and leaders, such an initiative will have a big impact on shaping our professional and personal lives.

\$1,200

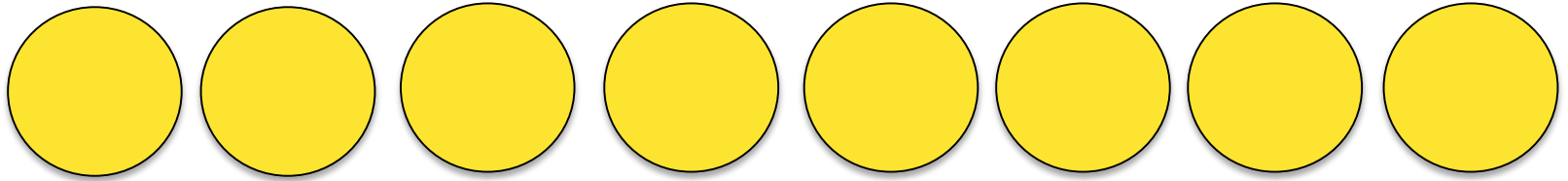
Raised

\$3,500

Goal

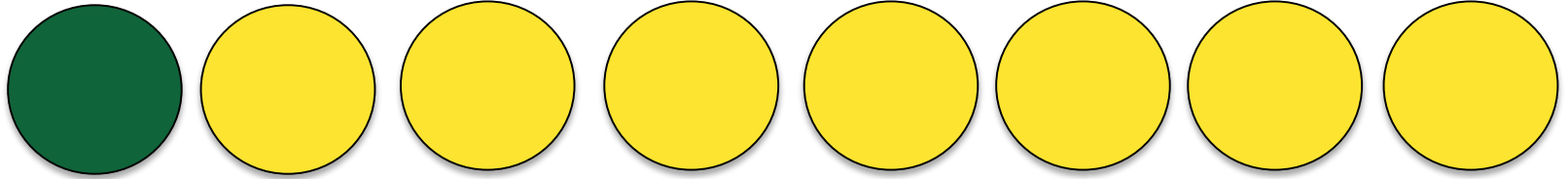
Part 2: How crowdfunding **FITS**?

1. Many to Many
2. Peer to Peer
3. 30 day campaigns
4. \$5,000 - \$25,000



Part 3: The First Year

- | | |
|--------------|---------------|
| 1. Exploring | 4. Evaluating |
| 2. Preparing | 5. Marketing |
| 3. Launching | 6. Stewarding |



The First Year

1: Exploring Options

Our Partner: USEED

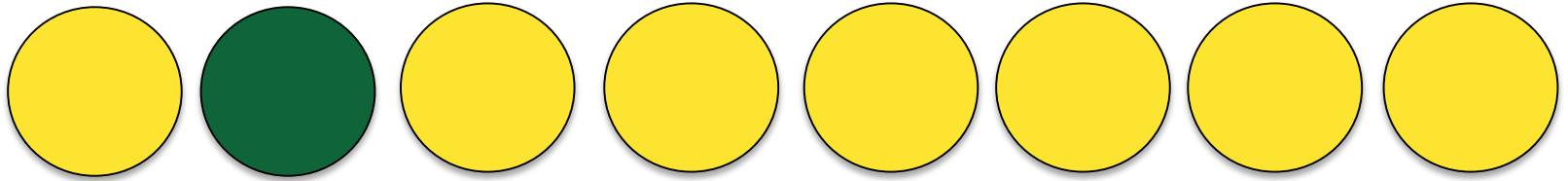
- platform
- vetting
- training and coaching teams

My Role

- internal processes
- recruiting teams
- marketing program

Exploring: What We Learned

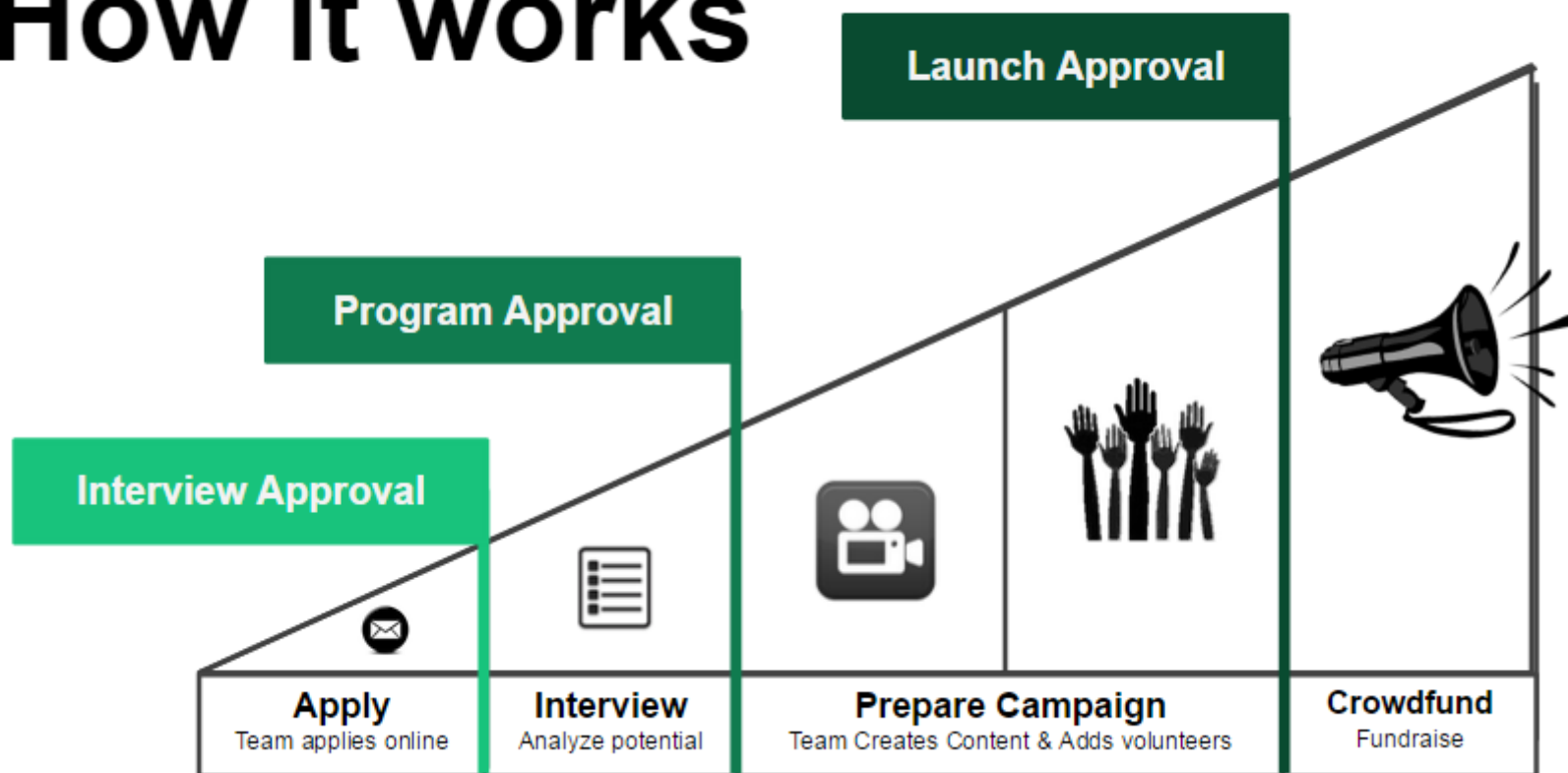
- Staff resource(s) to support



The First Year

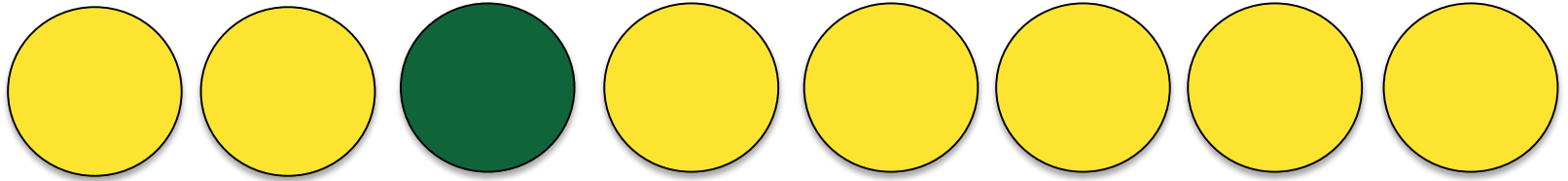
2: Preparing to Launch

How it works



Preparing: What We Learned

- Internal reviews take time
- Individual discussions
- Find first projects (5:2:1)



The First Year

3: Launch



people
like this.
On the
first of
your
friends.

\$15,559.55
Raised of \$15,000 goal.

104% 146 --
Funded Supporters Days Left

Support This Project

There is a \$5.00 gift minimum.

About Updates (5) Team (24) Supporters (146)

play around the world

"Delivering play in a developing nation made me realize how much I do believe in the power of play and its role in development for children". -- Jenny Quilty (Team 2010)



People of all ages and across all cultures experience play. It is an important activity that children use to learn about their world. Play is recognized as a human right by the United Nations and we believe that play is essential to children's growth and development as it awakens the joyful, creative spirit in us all.

Play Around the World (PAW) is a service learning course offered by the faculty of Physical Education and Recreation.

This year Play Around the World is fundraising to send 14 students to Thailand, Cambodia and Northern Canada to play with children and youth of all abilities. These students volunteer approximately 35 hours per week for 12 weeks where they gain valuable life skills. During this time, students also broaden their worldview as they live, learn and work in a culture different from their own. Funds raised will directly benefit the agencies PAW serves.

Play Around the World students volunteer with over 18 partner organizations, which include schools, orphanages, community organizations and government agencies to deliver play, recreation, physical activity and sport to children and youth.

Some of our organizational partners have expressed how excited they are to meet this year's students!

Less than 65 days to go!

"If I could talk to the donors, I would thank them for changing me and so many others, and for giving us a new perspective on the world to bring back to our community. You have done more for us than you could ever imagine". Blue Knox (Team 2012)

PAW Locations (Chiang Mai, Rayong/Pattaya Thailand and Phnom Penh, Cambodia, Fort Providence NWT, Canada)



Photo Gallery

Photo Gallery

Give to this Project

Make an Impact:

Play Equipment

Give \$5
Skipping Ropes, Chalk, Pool Noodles, Balls, etc. All equipment will be left with PAW partners in Asia and Northern Canada.

Give \$5

Transportation

Give \$15
A tuk tuk or song taxi ride to agency site.

Give \$15

PlayDay Station

Give \$25
Help us buy all the materials needed to successfully run one station at a playday! Station examples include: Bases, Blocks and Building, Science Zone, Water Play and Active Games.

Give \$25

Language Lesson

Give \$50
One team Language Lesson (teams receive one lesson per week).

Give \$50

Translation Services or a Field Trip for Kids

Give \$100
Translated resources to leave with partner agencies overseas or a field trip/outing for the children and youth in-country.

Give \$100

Parachute

Give \$250
Help provide a brightly coloured, lightweight nylon Parachute! When children work together to make the parachute billow, they also refine perceptual motor skills and develop a sense of rhythm. Parachute games foster cooperative skills.

Give \$250

Play Around the World

\$15,559.55

Raised of \$15,000 goal.



104%

Funded



146

Supporters



--

Days Left

Support This Project

There is a \$5.00 gift minimum.





\$10,270.00
Raised of \$15,000 goal.

68% 150 --
Funded Supporters Days Left

Support This Project
There is a \$5.00 gift minimum.

About Updates (9) Team (15) Supporters (150)



Our team has come together with a shared passion for Diversity, Accessibility, Inclusion, and Celebration. Pride Week was created by the [Institute for Sexual Minority Studies and Services and Outreach](#), and is a unique and vibrant expression of our diverse campus community. Ultimately, University of Alberta Pride Week is about engaging our campus communities to come together to collectively build and support safe, caring, and respectful campus environments for sexual and gender minority (LGBTQ*) and allied students, staff, and faculty. It is also one key way in which we help to collectively live out our campus commitment expressed in the vision of [Dare to Discover](#), which is "to inspire the human spirit through outstanding achievements in learning, discovery, and citizenship in a creative community" and to foster "a diverse, yet inclusive, dynamic collegial community that welcomes change and seizes opportunity with passion and creativity." Pride Week includes an eclectic array of accessible events, inclusive activities, and diverse volunteering opportunities. As well, Pride Week provides a networking framework for LGBTQ* students and allies to form lasting friendships and join supportive communities. Tweet your Pride week! #UAlbertaPrideWeek



[The University of Alberta Safe Spaces Climate Report \(2013\)](#) report highlights the development, findings, and recommendations of the first research conducted on the campus climate for sexual and gender minority (LGBTQ) undergraduate students at the University of Alberta. The following list of quotes from students and survey staff shows the need for further outreach and visible supports, such as pride week, for sexual and gender minority students at the university of Alberta.

"It's so frustrating, feels like nobody my age gets it. It's weird how it's so acceptable to mock gay people and nobody thinks there is anything distasteful being said."

"I can tell you from observation these are generally trying and in some cases desperately difficult times to those who are dealing with gender/ transgender."

"It is horrible when I hear [transphobic language] and it makes me very uncomfortable and angry."

"...this has all caused a lot of pain for me as I... have been alone, in silence, never having confided in anyone."

Make an Impact

Advertise Us!

Give \$5
Help us raise awareness of the awesome events we're hosting throughout UofA Pride Week. \$5 covers the cost of printing 5 colored posters or one lawn sign!

Give \$5

Wave to Us!

Give \$10
Provide 20 rainbow flags so UofA community members can wave their pride during the Pride Parade!

Give \$10

Celebrate Us!

Give \$25
Help provide Pink T-Shirts for students to wear on Pink T-Shirt Day!

Give \$25

Feed Us!

Give \$50
Help us provide gluten free and vegan food options at our events. This helps keep our events accessible for people who have dietary restrictions.

Give \$50

Reise Us!

Give \$100
Help us be visible to every student and staff at the UofA by supporting a Pride Week flag-barnet!

Give \$100

Speak to Us!

Give \$250
Help support speaker honoraria and room bookings for the Caring Our Memories, Intersectionality Series, and other key events!

Give \$250

Pride Week 2014

\$10,270.00

Raised of \$15,000 goal.



68%

Funded



150

Supporters



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Days Left

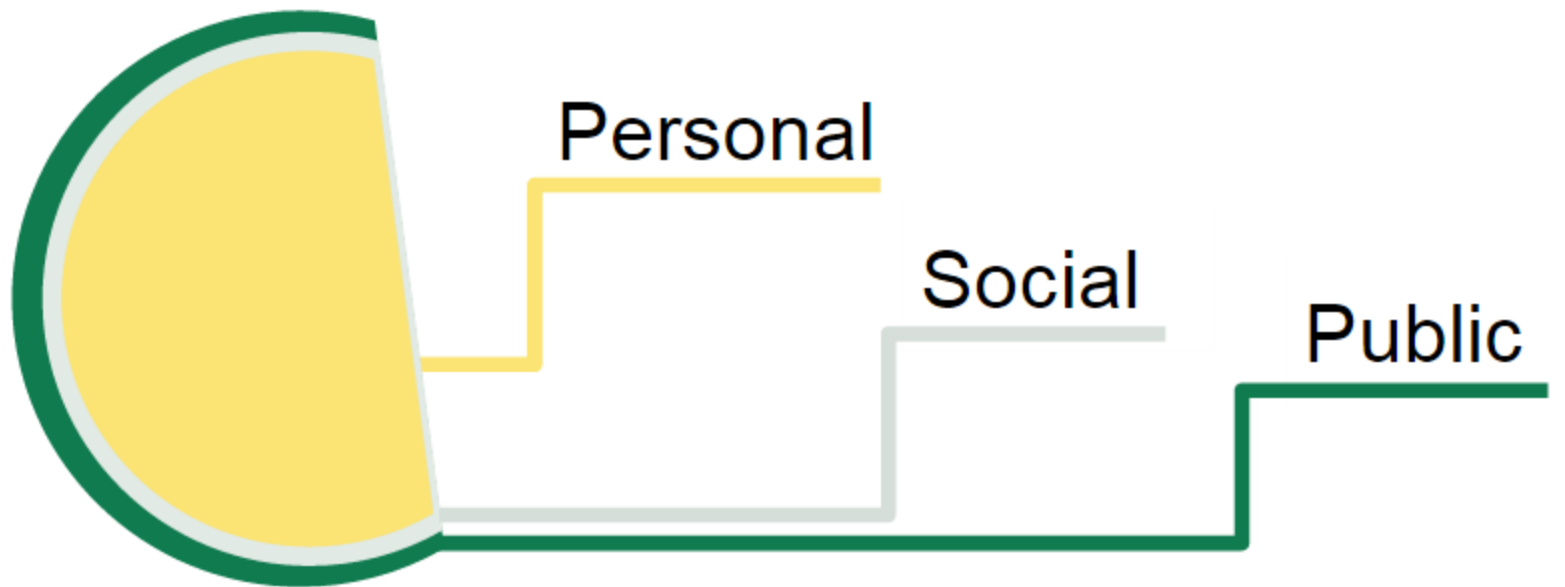
Support This Project

There is a \$5.00 gift minimum.



How Crowdfunding Works

ACTIVITY: how would you raise \$10,000 for a study-abroad program?



Launching: What We Learned

- Campaigns require effort
- Donations come from emails
- Social achieves OTHER goals
- Internal advisory committee

The COOL Group

Gift Processing

Communications

Annual Fund

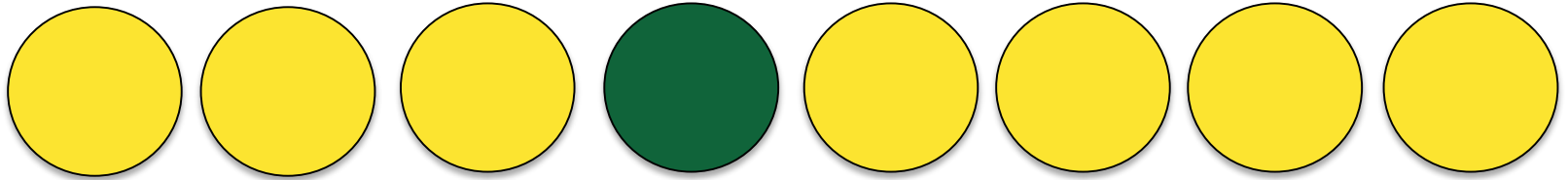
Stewardship

Research Services

Fundraising

Digital Services (web)

Vendor (USEED)

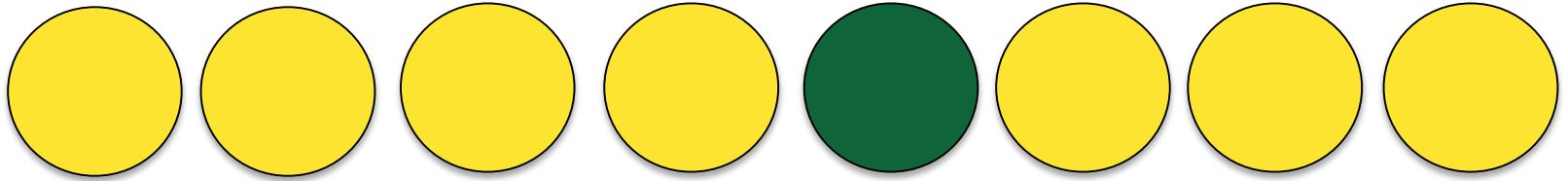


The First Year

4: Evaluating

Evaluating: What We Learned

- Original goals
- USEED fit program needs
- Planning for growth

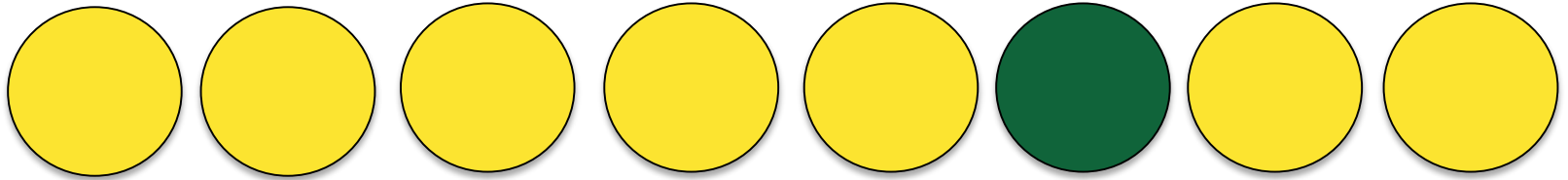


The First Year

5: Marketing

Marketing: What We Learned

- Keep talking
- Don't forget fundraisers
- Goal is word-of-mouth



The First Year

6: Stewarding

Stewarding: What We Learned

- Segment donors
- Non-traditional giving, so steward non-traditional
- Giving is project specific

Lift Off Alberta!



\$36,681.28
Raised of \$30,000 goal.

122% 255 --
Funded Supporters Days Left

Support This Project

There is a \$5.00 gift minimum.

About Updates (9) Team (4) Supporters (255)

You can still donate today!

We set up a [donation page](#) through the University of Alberta. Donors \$100 and have your name sent to space!

Help Launch Alberta's First Satellite & Send Your Name To Space!

Lift Off Alberta is a group of students and faculty at the University of Alberta that have come together to design, build, test, launch and operate satellites in the interest of supporting a commercial space industry, global space culture, global space exploration and global space education. We are looking to raise the \$50,000 launch fee for our first project, Alberta's first cube satellite, the Experimental Alberta #1 Satellite, AKA Ex-Alta 1.

Ex-Alta 1, while being Alberta's first cube satellite, will study the lower thermosphere, study the effects and mechanics of space weather and participate in an international space satellite mission involving 50 Cube Satellites. While space weather is responsible for the beautiful and mysterious phenomenon known as the Northern Lights, it can also impact our economy, culture and infrastructure on a global basis and in extreme situations can result in damaging effects which may cost us billions of dollars. We have successfully reached our first milestone of \$15,000, which is a down payment for the launch cost and will guarantee us a spot on the launch vehicle! We are currently pushing towards our half-way milestone of \$30,000. Please join us in our vision of humanity's expansion into space and donate to our project!

Part of a National Effort in Space Exploration



Lift Off Alberta is part of a national competition known as the [Canadian Satellite Design Challenge](#). Put forth by Cosmos Technologies Ltd, the purpose of the CSDC is to motivate university students to build a 3U Cube Satellite with a customized payload to launch and operate. The CSDC has the participation of a number of universities and institutions from across Canada, and has become a major motivator for Canadian students pursuing space related fields of study.

Part of a Global Effort in Space Exploration

Lift Off Alberta is also part of a global effort to expand humanity's reach into the universe through its participation in the [Q50 Mission](#). Created in partnership with the European Space Commission, the Q50 project will launch a swarm of 50 Cube Satellites from a Cygnus 4 Rocket in early 2015. Each satellite in the swarm is designed, built and tested by different institutions from around the world with 3 common payloads geared towards collecting scientific data.

The swarm will be configured in a "string-of-pearls" pattern, working together to collect data across a much larger area than can normally be covered by conventional satellites. This highly collaborative effort marks a progressive move towards global space exploration, allowing institutions around the world to come together to study space like never before. For the first time ever, space exploration will no longer be limited to governments and large-scale corporations.

Make an Impact

Earth's surface (0 km)
Give \$5
Our merry thanks!

Give \$5

Troposphere (0 - 12 km)
Give \$25
We'll recognize your donation on Twitter or Facebook with a personalized shoutout!

Give \$25

Stratosphere (12 - 50 km)
Give \$100
A personalized shoutout and you will get your name engraved on a 1cmX1cm chip that will be sent up into Earth's orbit inside of the satellite!

Give \$100

Mesosphere (50 - 80 km)
Give \$250
All of the above rewards and you will be gifted a 11"X11" colour poster of the satellite! You'll also get a reward name engraved onto the chip!

Give \$250

Thermosphere (80 - 700 km)
Give \$500
All of the above rewards and a total of 3 names engraved onto the chip!

Give \$500

Exosphere (>700 km)
Give \$1000
All of the above rewards and a company logo will be engraved onto the chip inside the satellite!

Give \$1000

Lift Off Alberta!

\$36,681.28

Raised of \$30,000 goal.



122%

Funded



255

Supporters

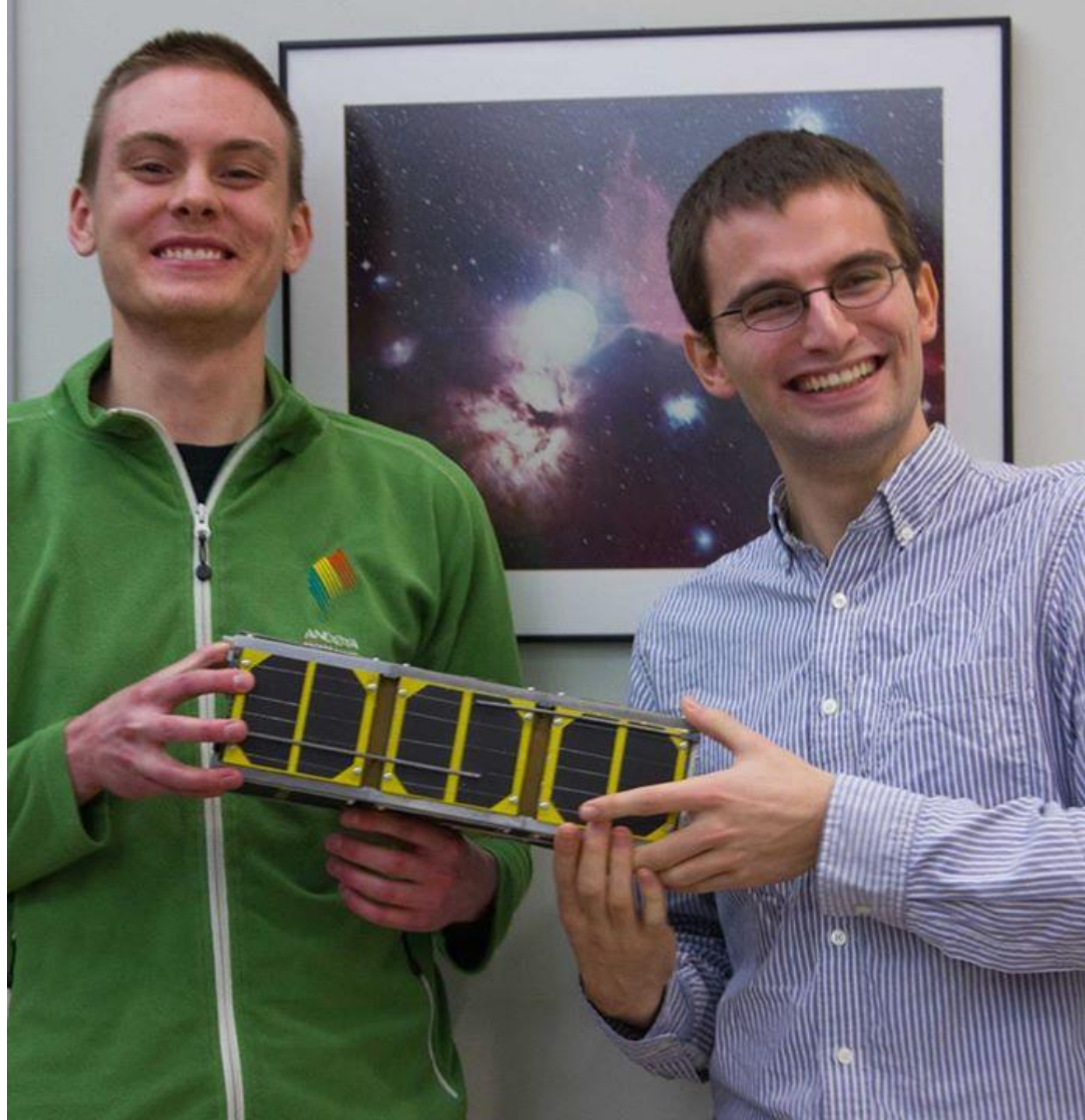


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Days Left

Support This Project

There is a \$5.00 gift minimum.



THANK YOU



March 18, 2014

Dear Ms. *Cynthia* Strawson,

From all of us at the Faculty of Science, I want to sincerely thank you for your contribution to Lift Off Alberta. Your support is helping the Faculty of Science push the boundaries of research, teaching and innovation. With the help of donors like you, we become a brighter star on the international stage.

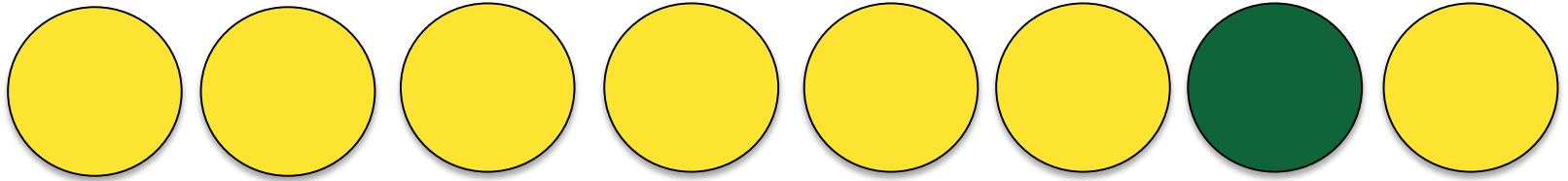
Once again, I would like to thank you for choosing to donate to the Faculty of Science at the University of Alberta.

Sincerely,

Jonathan Schaeffer
Jonathan Schaeffer
Dean of Science

*Thank you for
helping us go
to space!*

...previously believed. There is still much to learn about w
...these calls the "Lost World of the Arctic", but the new findings tell us mor
...about how these animals lived.



The First Year

7: Analysis

So **WHY** crowdfund?

1. New way to fund campus projects

Six projects, raised \$85,562

So **WHY** crowdfund?

2. Online giving

Yes

Connect to new online giving pages

So **WHY** crowdfund?

3. Attract young alumni

36% donors are alumni

Of those:

47% grads of last decade

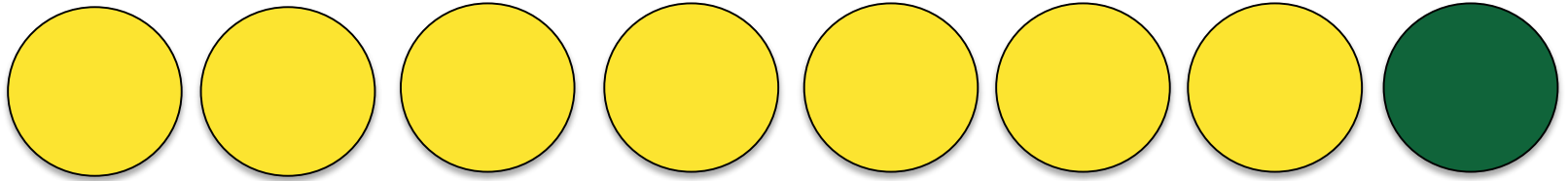
+29% family/career (76% 24-49)

So **WHY** crowdfund?

4. Expand “culture of philanthropy”

772 unique donors

465 new donors (60%)



The Second Year

8: Repeat (projects)

Let's Talk

advancement.ualberta.ca/crowdfunding

sheila.graham@ualberta.ca

useed.org

brian@useed.org

FIND YOUR FUNDING

- Learn how to get donations
- Find friends and inspire champions
- Motivate your supporters to donate
- Save money (there's no cost to crowdfund with us)
- Run a 30-day campaign
- Achieve your goals

We support **crowdfunding** for **university related projects**.

ualberta.useed.org

