

CROWDFUNDING AT SAINT ROSE

Tips for Designing Your Project

YOUR GROUP MEMBERS

Each member of your group should be invested in the project. However, some individuals might have more time or expertise to devote than others. You should have:

- 1-2 Dedicated Project Leader(s) who
 - Can be available 1-2 hours per day to work on the project
 - Inspire the team to achieve project deadlines
 - Act as the face(s) of the project
 - Create list to contact to promote the project
 - Work with the Coordinator for Annual Giving
 - Ensure donor are used according to proposed budget
- Have at least 3-5 dedicated group members who will:
 - Spend 45-60 minutes daily to promote and manage the project
 - Create intent for project pages
 - Directly contact lists of supporters and fans
 - Work with outside organizations to promote the campaign
 - Promote the campaign via the group's official social media channels
 - Create 6-8 updates during the campaign to provide insight into how the donations are being used
 - Create 3-4 post campaign updates to tell donors about the impact the funding had
 - Ensure donor stewardship and follow-up is done
- Strong network of 10 or more Amplifiers who
 - Will spread the message through various personal and social media channels

Of course, the numbers for each of these categories depends on the size of your group. Consider the organization of your project team like a pyramid: most will be Amplifiers, some will be Champions, and very few will be Leaders.

You can also create goals for each member of your group. Project Leaders can track how much each individual member has raised for the project. Each member of the team has a unique URL which allows donors to be counted for them. This can help for projects involving group trips.

FACULTY/STAFF SPONSOR

You'll need a faculty or staff sponsor for your project. This can be someone who already works with your group (i.e. a coach or a professor). This person must agree to sponsor the project (especially during the approval process) and assist as needed.

DEAN/VICE PRESIDENT APPROVAL

The project leader(s) and the faculty/staff sponsor should decide which Dean or Vice President the project would fall under. They should then submit the project to the correct individual for approval. Once this is done, the project can be submitted online.

CREATING YOUR INTRODUCTION VIDEO

Your introduction video should be very similar to your written description. Video has been shown to speak more to younger donors. Try to relate with your audience through the video. Chances are, you know the people you'll be speaking to through the video. Keep it casual. This should be **no longer than 3 minutes** in length.