UNCG’s *Spartans Give* Crowdfunding Program

**Project Requirements**

*Before completing an online Spartans Give Crowdfunding Project application, please review the project requirements below.*

**Project Goals**

Crowdfunding projects should have specific goals driven by tangible accomplishments. Projects without a specific goal are generally less successful and may not qualify.

To develop your project’s goal, determine what it is you are raising money for and how donations will be used to support the project/tangible outcomes. Be able to explain to donors why they should make a gift. Examples of project goals are:

1. Travel fees or study abroad opportunities
2. Purchase of educational equipment
3. Funding for scholarships

Determine a specific fundraising goal. Projects must have realistic and attainable funding goals, usually between $2,000 and $10,000 depending on the size and scope of the project and potential donor base. The team should also determine stretch goals as well as what will happen if the goal is not reached.

Stretch goals should be developed for projects that rapidly reach their goal.

If the project does not reach its goal within the allotted timeframe, the funds raised will still be allocated to the project; however, when the campaign timeframe ends, UNCG will remove the project from the crowdfunding platform and will no longer actively market the project.

The Annual Giving team is here to help you determine an attainable goal and guide you to success.

**Your Team**

*Spartans Give* crowdfunding projects require a team to support a project. Projects should not be standalone initiatives. Project teams should have:

- 1-2 **Project Leaders** to develop the team and interact with the crowdfunding manager
- 3-5 **Project Team** members or “champions” who create and share content
- 10+ **Project Ambassadors** who outreach to others about the project
Outreach
It is up to the project teams to market their campaign and provide outreach. Teams must have an email contact list of at least 100 relevant personal contacts (not simply social media connections) who care about the project’s success or have a direct affinity to the subject of the campaign. This base of contacts will serve as the core of the campaign. Social media contacts should provide a secondary layer of outreach to the campaign.

Project Leaders (with support from Team Members) are responsible for promoting their campaigns via email, social media, phone calls and on-campus, when appropriate; preparing personal thank-you messages to donors; and submitting regular updates on their project.

The Office of Annual Giving will provide guidelines and best practices for successful and effective communication during projects. Annual Giving reserves the right to edit/approve email communications and project updates before each is sent/posted. Annual Giving must approve all content on project pages and has the right to edit, or require content edits, at any point in the project. Any and all monetary premiums and perks (like t-shirts and promotional items) must be pre-approved through the Office of Annual Giving.

While Annual Giving may promote the crowdfunding platform during campaigns, groups should not rely on this for fundraising success. The Office Annual Giving will work with groups to generate ideas for marketing and outreach and determine the best support for each project.

Time Commitment
Scalefunder, UNCG’s crowdfunding platform recommends the following three phases for crowdfunding projects:

Quiet Phase (4-6 weeks prior to launch)
This is the time to put the team together, gather email lists, set goals, create content, draft emails and social content for approval.

Active Phase (30-45 days while the campaign is live)
When the team is actively working within your personal networks to solicit funds for the project through email, social media and working with ambassadors or other interested groups. Project team members usually spend on average an hour per day on the project during this phase.

Stewardship Phase (3-6 months post campaign)
This is the time to make sure your donors feel appreciated, sharing the impact of the project, fulfilling any perks and explaining how the money will be put to use. Plan to provide one or more updates on your campaign up to a year afterward.

Training
Project leaders must attend training sessions and meetings with Annual Giving to review and discuss Spartans Give crowdfunding project protocol and review and sign the project contract. (Students will need to get signature(s) of sponsoring faculty/staff members as well). There may be additional training meetings with entire project team during the planning phase of the campaign.
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Project Schedule Checklist

Welcome to your *Spartans Give* Crowdfunding project! Please use this checklist to organize the deliverables of your project through Quiet, Active, and Post-campaign phases developed by the RNL Scalefunder crowdfunding platform utilized by UNCG.

The majority of work for the project takes place during the quiet/preparation phase, in advance of the campaign going live. A week-by-week proposed timeline outlining tasks is organized below for your project.

**Prep Week One (Quiet Phase)**

**Meet with the Platform Manager**
☐ Set up weekly check-ins throughout quiet, active, and post-campaign phases

**Identification of Project Team**
☐ Project Leader(s) (1-2)
☐ Project Champions (3-5)
☐ Project Ambassadors (10+)

**Compile E-mail Lists**
☐ Compile list of 25-50 e-mail contacts per Team Member

**Prep Week Two (Quiet Phase)**

**Determine Monetary Goal**
☐ Decide on monetary goals for project based on outreach capabilities and seed money
☐ Consider: If you hit your goal before campaign is over, what is the plan for a stretch goal?

**Create Media**
☐ Plan video(s) and find images for project tile and social sharing
☐ Consider: Putting images in your project description or updates so that you have more imagery

**Team Bios**
☐ Choose up to four individuals to highlight as connected to the project. This can be the project team or well-known faces connected to the project.
☐ Consider: Choosing one person as the "main creator" who will write the thank you messages for project donations and be the primary email "From" address.
Prep Week Three (Quiet Phase)

Copy
☐ Write copy for your project description, emails, and other ScaleFunder platform copy needs (to be approved by the Office of Annual Giving)

Determine Project Type
☐ Projects can be Perks, Levels, or Evergreen projects. Determine which project type will suit your fundraising needs.
☐ If using Perks or Levels: come up with 5-7 different options that can be used
☐ Consider: If perks have monetary value, make sure to enter in the platform for gift processing purposes. Must be approved by UNCG Gift Processing/Operations team.

Find those to share your message
☐ Identify Ambassadors and affinity organizations to share your message and your project during the active phase.
☐ Consider: Local non-profits that do similar work, blogs, other student groups, school paper/media.

Create your marketing plan
☐ Determine what your initial outreach emails, follow up emails, update timeline, potential offline events, social media posts, etc.

Prep Week Four (Quiet Phase)

Create your Project Update content
☐ Create update videos (30 seconds) and/or written copy. Place this in the platform before project launch. These can be used to provide campaign news and milestones to current and potential supporters.

Begin outreach
☐ Start outreach to affinity organizations and those on your e-mail lists that are most likely to donate. Let your target audience know the campaign is "coming soon."
☐ Consider: Don’t start the project off with $0. Before going fully live, get a few donations in the door. Projects have a higher likelihood of success with 30% raised within the first week.

PROJECT LAUNCH

Active Campaign Phase 1

*Project team members should plan to spend approximately one hour/day on average working on the project during the active campaign phase.

Day one of Launch
☐ All project team members send out remaining e-mails
☐ Post project launch on social media
72 Hours after Launch
☐ Ensure an update is sent out via the platform and/or email contacts

Week TWO of project
☐ Cross reference e-mail list with donor list, follow-up with progress to any who haven’t given yet.
☐ Send out second project update

Active Campaign Phase 2

Week THREE–FOUR of project
☐ Host pre-scheduled offline events (if applicable)
☐ Send updates
☐ Cross check donations against solicitations: do another round of outreach to those that have not yet made a gift.

End of Campaign
☐ Send thank you update
☐ Check in with project team members for outreach and begin stewardship process

Post-Campaign Responsibilities
☐ Send update showing initial impact of dollars raised (When the money is used)
☐ Send update showing long term impact (6 months/1 year after campaign has ended)
☐ Fulfill perks if utilized (within 3 months)

For Questions or More Information
Contact UNCG’s Office of Annual Giving at 336-334-9817 or annual_giving@uncg.edu