

EngagePitt™

Training Guide FY23

EngagePitt™ is the University of Pittsburgh's crowdfunding platform, designed to help students, faculty, and staff with creative project ideas raise money from an extraordinary number of people through the Internet and social media.

engage.pitt.edu

engage@pitt.edu

**Philanthropic
& Alumni
Engagement**



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GETTING STARTED

WHAT MAKES A SUCCESSFUL PROJECT?

COMPELLING STORY

Whether it is to address an immediate need or to pursue an exciting opportunity, think about how to articulate what your project will accomplish and why it is important. What makes your project unique? Why is it worth supporting? Who will benefit from your project? **The more compelling your story, the more support you will generate.**

COMMITTED PROJECT TEAM

EngagePitt™ projects require considerable time and effort from all members of the project team – especially the Project Leader(s). **Successful teams have clearly defined roles and duties, communicate regularly with other team members, and are committed to putting forth the work required to be successful during all stages of the project.** All team members must be accessible for communication during the pre-launch, active, and stewardship phases of the project. Please be mindful about scheduling vacations or time away for the benefit of your project.

LARGE SOCIAL REACH & SOCIAL MEDIA PRESENCE

All members of the team must actively share the project message throughout its duration. Each member should compile a list of personal e-mail contacts (family, friends, colleagues, etc.) that they will reach out to for donations throughout the project. **Note: projects have much higher success rates when each team member contributes at least 50 unique contacts.** Teams should also spend time gathering contact information for alumni of your group or project team, as they typically have a high likelihood of supporting your efforts.

Social media networks should be utilized to promote your project and update donors on your progress. Encourage your contacts to share your social media posts to gain more exposure. **Projects that have a large social reach and frequent, targeted social media presence are the most successful.**

YOU REPRESENT PITT

Throughout your EngagePitt™ project, you and your team are representing the University of Pittsburgh. **All interactions with donors and social media posts should be appropriate and use proper grammar, spelling, and punctuation.**

THINGS TO CONSIDER

SETTING YOUR PROJECT GOAL AND DURATION

Your project goal should not be set by your need or want, but by evaluating a realistic amount based on the size and reach of your network.

You should work to identify two goals: a conservative, "attainable" goal that will be published, and a "stretch" goal that will only be publicized if your project reaches its initial goal quickly. Average crowdfunding goals fall between \$1,000 and \$10,000.

KEEP IN MIND...

- Statistics show that donors are **less likely to give to a project a second time if it is not close to 100% funded.**
- It is better to surpass your goal than to fall way too short.
- Dollar goals should be set based on number of contacts.
- Statistics show that one personal email brings in \$4 for your project on average.

Your project will be live for a minimum of 30 days and a maximum of 56 days. **Undergraduate student groups running their first project are required to stay at 30 days, but all other project teams may choose their own timeline.** When picking a date range, consider the various schedules of your team members and make sure that everyone can commit to being fully active and engaged during your project.

RECRUITING PEOPLE TO YOUR PROJECT TEAM

You are responsible for running your project—and you can't do it alone. When you are recruiting people to join your project team, consider the skills that will be needed and who will help broaden your social reach. Be sure that each member understands their role and what is expected of them.

FINANCIAL DETAILS

All gifts to EngagePitt™ projects are processed by Philanthropic & Alumni Engagement (PAE). If you are a student group, the funds will be deposited with the Student Organization Resource Center (SORC), which is then responsible for distributing the funds to your group. If you are not a student group, PAE will deposit the funds directly into your group/department's gift account. **It will take a minimum of 3-6 weeks for the funds to be deposited into your gift account.**

Project funds must benefit the university, and EngagePitt™ cannot be used to raise money that will be turned over to an outside organization. Project teams will receive 100% of the donations given to their initiative, and all donors will receive a tax receipt for their donation.

PROJECT TEAM

PROJECT LEADER(S)

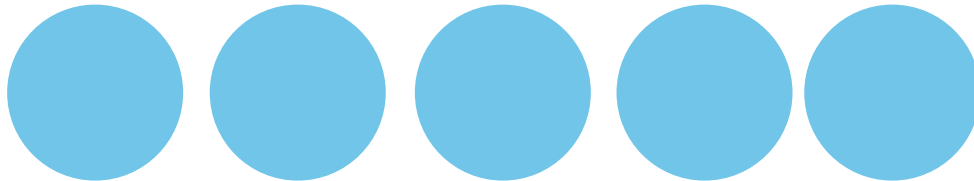
EFFORT LEVEL: HIGH



- 1-2 people
- Main project contact person(s) and face(s) of the project
- Actively engaged throughout the project promoting and soliciting
- Responsible for planning and promotion of the project for its duration, including stewardship

PROJECT CHAMPIONS

EFFORT LEVEL: FULLY ENGAGED



- 3-5 people
- Usually those who benefit from the money being raised or are directly connected to the organization raising the money
- Assist Project Leader(s) with content and copy creation
- Actively engaged throughout the project promoting and soliciting

PROJECT AMPLIFIERS

EFFORT LEVEL: MODERATE



- 10+ people
- Those close to the project but not direct beneficiaries
- Often have access to large networks and connections with Pitt media and communications
- Assist with promoting the project and sharing communications

PROJECT TIMELINE

QUIET PHASE

4-6 WEEKS PRE-LAUNCH



Recruit your team (p. 2)

Define your project, goal amount, and duration (p. 2)

Submit your application (p.5)

Read the Training Guide (in your hands!)

Watch the Training Webinar (p. 5)

Create your site components and communications plan (pp. 5-9)

ACTIVE PHASE

30-56-DAY CAMPAIGN PERIOD



Launch your project and begin fundraising

Post on social media, send e-mails, and promote your project to potential donors (pp. 8-10)

Post creative and timely updates to your project page (p. 10)

STEWARDSHIP PHASE

POST-CAMPAIGN



Post a final stewardship update (p. 10)

Properly steward each donor (pp. 11-12)

PROJECT PHASE OVERVIEW

QUIET PHASE → 4-6 WEEKS PRIOR TO LAUNCH

SUBMIT YOUR APPLICATION

Fill out the [EngagePitt™ Application](#). Provide as many details as possible, and remember that Philanthropic & Alumni Engagement (PAE) staff will use the information you submit to determine if your potential project is a good fit for crowdfunding. You will subsequently be contacted by PAE to schedule a meeting in person, or via Zoom or Microsoft Teams where the logistics of your project will be discussed more in-depth. Be prepared to clarify your answers and/or provide additional information if requested.

WATCH THE TRAINING WEBINAR

Once Philanthropic & Alumni Engagement has approved your application, you will need to watch the [EngagePitt™ Training Webinar](#). This video will walk you through the different components that combine to create a crowdfunding site, including the project description, video, giving levels, owner biographies, tile photos, and updates.

SUBMIT YOUR PROJECT SITE COMPONENTS

After meeting with PAE staff and watching the webinar, you should have a better understanding of how the EngagePitt™ project page works, and what components are needed to launch your project. Now it is time for your team to brainstorm a strategy and get to work creating your project page elements. You will need to submit the following components through the [EngagePitt™ Project Plan Form](#):



DESCRIPTION

The project description is the story that you tell about your group and your project. Be sure to include details about your team, who/what is benefiting from your project, details about the project, what impact the project will have on the Pitt community, images to break up the text and personalize your project, and what you hope to accomplish as a result of donor support (be specific about the impacts of the gifts). Be creative, have fun, and showcase your personality!



VIDEO

Each project is required to submit a campaign video, which should be engaging and kept short. The video should be 1-2 minutes long and should not exceed 3 minutes. Explain your project using clear, concise, and compelling language. Capture the personality of your group and its members while giving an "elevator pitch" for your project. Video production does not have to be high-end; using an iPhone, other smart phone or tablet is sufficient for capturing your video.



GIVING LEVELS

Giving Levels are featured on the project site and used to help donors better understand the impact of their gift at certain amounts. Examine your budget breakdown and do your best to match budget items to 5-7 different giving levels (e.g. \$25 covers the conference registration fee for one student, \$100 covers one student's food expense for the length of the conference, etc.). Many projects use the following levels: \$25, \$50, \$100, \$250, \$500, \$1,000. Do not worry if your budget items do not exactly match your advertised Giving Levels, as **these are meant to serve as an example of what could be accomplished with donor money, not an exact listing of what will be bought with the various amounts.** Ensure that there are reasonable spaces between levels, (e.g. it is not ideal to have one Giving Level at \$25 then the next at \$100) be creative with naming the levels, and show your personality!



PROJECT OWNER BIOGRAPHIES

Every project page has a space for up to four project owner biographies. This is a place for you to provide some further details about the team behind this project. Each owner will need to submit a photo, name, email address, title, fun fact, and short professional biography. **We recommend that every team aim to complete all four full biographies, but the required amount is two.**



TILE PHOTO

The tile photo is the image that will represent your project on the front page of the EngagePitt™ site. **Important note: project pages will be active but not be shown on the homepage until they have reached 10% of their goal.** The photo is fairly small (300 pixels wide x 170 pixels high), so be sure to choose one that is still readable at that size. Many groups choose to use their logo, a group photo, or an action shot.

CREATE YOUR COMMUNICATIONS SCHEDULE

Once you have gathered your project page components, you will need to focus on creating your communications schedule. **This schedule, which should lay out a timeline of communications that your team plans to send throughout your project duration, is vital to your success.** You can find a worksheet that will help you identify potential donors on p. 13 of this guide, a sample communications schedule on p. 14, and several example solicitations sent by past EngagePitt™ project teams (e-mail and social media) on pp. 15-21. Ultimately, you will need to submit your schedule, as well as at least one draft solicitation e-mail, through the EngagePitt™ Project Plan Form (see p. 5) along with your site components mentioned in the paragraphs above. Your communications schedule should answer these questions:

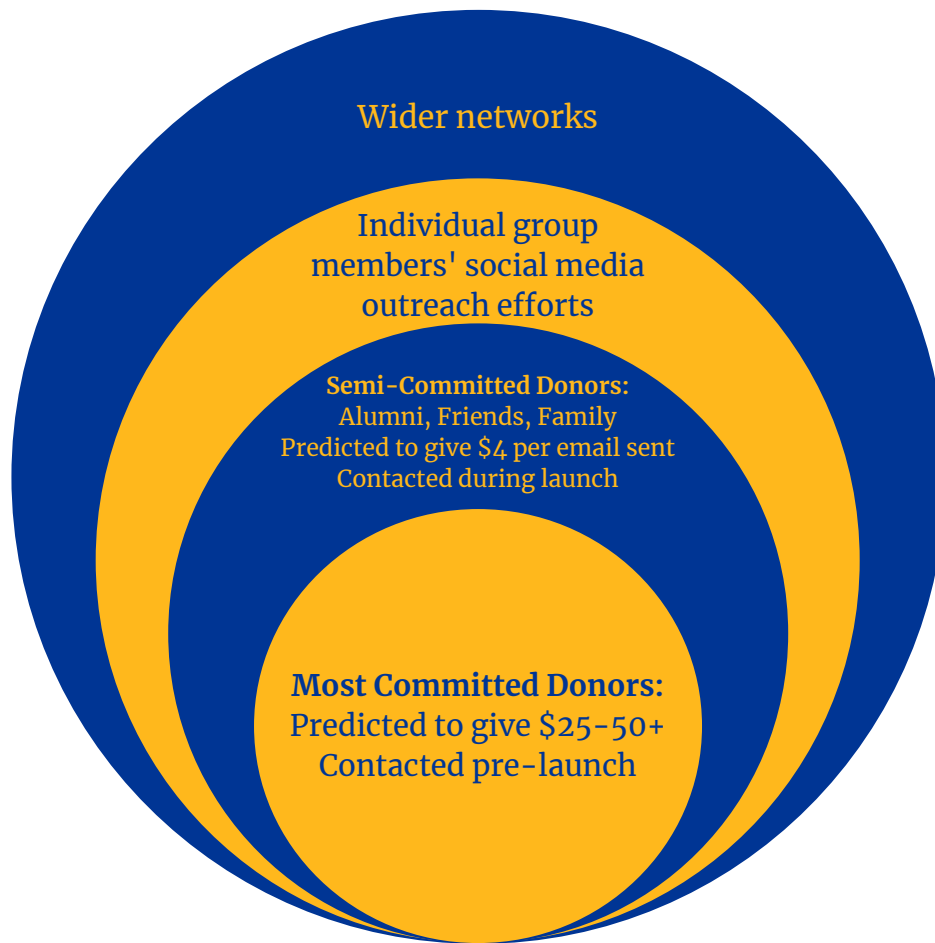
WHO WILL YOU ASK?

Before you can ask anyone for donations, you need to determine **WHO** you will ask. **Most project teams see donations from three main groups: alumni, the Pitt community, and friends/family.** Now is the time to create lists of these potential donors along with their contact information.

While you are compiling these lists, be sure to identify a core group of people who are most closely connected to your group and its project. **These donors will be the first group that you contact about your project, often 24-48 hours before the official launch.** A second group of people to target are those who are already part of your e-mailing list, fans of your social media pages, friends, family, and/or past members of your group (alumni).

While Project Leaders and Champions are working to compile an alumni list, every member of your team should also be individually gathering e-mail addresses from their personal friends/family contact lists. **Projects have much higher success rates when each team member contributes at least 50 unique contacts.**

Generally, your donors will fall into one of four layers, with the closest layer containing your most affiliated potential donors who are the most likely to give, and the furthest layer containing your least affiliated potential donors who may not be as likely to give. **Your team should adjust your percentage of effort for each of these groups based on their potential to give.**





HOW WILL YOU ASK?

Once your team has identified potential donors, you will need to focus on **HOW** you will get in touch with them. The crowdfunding rule of thumb is "Get Personal." **Donors are more likely to give if they feel that you are asking them for a gift directly, rather than speaking to them as one of many.** While talking to someone in person, over phone calls, and through texts is very effective, most teams allocate this level of effort to the donors that you've identified as your Most Committed (layer one on p.7). For the vast majority of your donors, you will get in touch with them through e-mail and social media.



E-mail: E-mails are a great way to balance personalization with time management. Your group can easily create different e-mail templates and send the same information out to many potential donors while just changing the salutation for each message. **This combination of ease and individualization makes e-mail one of the most effective fundraising tools for crowdfunding projects.** In fact, when you submit your Communications Schedule as part of the EngagePitt™ Project Plan form (see p. 5), you will need to include a draft solicitation e-mail for at least one of three different constituency groups: Alumni, Friends/Family, and General Audience. Check out examples from past EngagePitt™ project teams on pp. 15-19. When sending e-mails, be sure to send each donor their own e-mail with their name in the salutation (ex: "Dear Julie,") and avoid mass e-mails.



Social Media: While social media posts are not as personal as e-mails, they allow you to broadcast your message to a much wider audience. **Posts should be frequent, but they should also be interesting and engaging.** The tone of social media can be more casual, but **please remember to represent yourself, your group, and your project in the best possible light.** Remember, you are representing Pitt. Avoid negative posts, and always be sure to proofread before posting. Have fun with your content! Check out examples from past EngagePitt™ project teams on pp. 20-21. A key aspect of your social media strategy should be to require all of your group members to share your group's posts and/or create their own posts on their personal social media accounts. Every share means that your campaign is seen by exponentially more people, which could translate into more gifts!



WHEN WILL YOU ASK?

There is a simple answer to the question of **WHEN** you should talk to your potential donors: **OFTEN.** **One of the biggest and most common mistakes made by project leaders is failing to follow up with a donor after your initial contact (e-mail, phone call, text, etc.).**

It usually takes 3-4 "touches" for a donor to give to a project. These touches could be an initial e-mail on your launch day, a social media post they saw in week two, a follow-up call in week three, and a final e-mail in the last 48 hours of the project emphasizing the urgency of giving. **Donors don't fail to give after the first touch because they don't like your project, they fail to give because you did not catch them at the perfect time.** They were busy, they didn't have their wallet on hand, they didn't read your whole e-mail, they thought *"the project sounds really cool, but it has 25 days left so I'll check back in and give later."* Failing to follow up with potential donors will end up hurting your project.

You should strive to talk to all of the potential donors that you have identified at a rate of approximately once per week throughout your project. Be sure that you aren't sending the exact same messages out week after week, but are instead creating new messages with different talking points and including real-time updates on the progress of your campaign (e.g. *We just hit 75% of our goal! Can we count on you to help push us to 100%?"*)

ACTIVE PHASE **30-56 DAY PROJECT DURATION**

PRE-LAUNCH E-MAIL - 24-48 HOURS BEFORE PROJECT LAUNCH

Contact your "first layer" or Most Committed donors (see graphic on p.7) one to two days before the launch of your project to secure donation commitments. **This gives you the ability to gauge the success of your pitch and begin building momentum.**

PROJECT LAUNCH - FIRST 24 HOURS

Send e-mails on the morning of your launch date to the contacts you have gathered (both the Most Committed donors contacted earlier, as well as everyone else on the other contact lists you have compiled). If you can, follow up with phone calls to your close contacts. **The members of your project team should make their gifts at this time.** During the evening of Day One or the morning of Day Two, your team should publish social media posts about your project and your Project Amplifiers should share these posts with their networks.

MID-PROJECT - THROUGHOUT YOUR PROJECT DURATION

Continue to implement your communications plan, including sending e-mails, posting on social media, and calling/texting/otherwise contacting potential donors. Remember to update your donors and your team on your progress and celebrate milestones!

[Submit short blog posts as project updates \(including pictures and/or videos\) using this link.](#) These will be posted to your page by PAE staff for everyone to see, and are automatically e-mailed to donors who have already made their gifts. These posts should give donors more information about your team (e.g. short interviews with team members, further details that you couldn't fit in the project description, etc.), keep them in the loop with your project's success, and urge them to continue to share your project with their networks. **We recommend that you submit an update once per week during your project.**

When donors give to your project, they are given the option to submit their Twitter handle or Facebook username for stewardship purposes. Check in with your PAE contact for this information and utilize social media to thank donors and encourage them to share your project with others.

Hold regular meetings with your team to discuss your project and to make sure everyone is completing their respective tasks.

FINAL WEEK - LAST WEEK OF YOUR PROJECT

Many projects see a large percentage of their gifts come in during the last week. The keys to tapping into this potential are *volume* (talk to everyone), *urgency* (communicate your deadline), *personalization* (make potential donors feel like you are specifically speaking to them), and *affiliation* (remind potential donors why your cause is important and re-emphasize what ties them to your project).

Send e-mails to everyone on your list with a compelling, but brief, case for giving to the project. **Remember to continually emphasize the urgency of these last few days.** Utilize social media to institute a countdown, announcing "*1 week left!*" and then counting down each day with regular updates.

Re-examine your original donor lists, and come up with a list of people you reasonably expected to give who have not yet made a gift (e.g. past donors, involved alumni, close family/friends). Reach out personally to these potential donors through a short phone call or e-mail and urge them to give. **Create a sense of urgency - the end is near!**

PROJECT CONCLUSION

THANK YOU, THANK YOU, THANK YOU

Thanking your donors is one of the most important parts of your project. Make sure to submit the required final update through the [Project Update Submission Form](#) (also on p. 10) to be posted on your site for everyone to see and automatically e-mailed to all of your donors thanking them for their support at the conclusion of the active phase of your project. **This update should highlight the impact that the money you raised will have, and any tangible items it will buy that benefit your project and its mission.**

STEWARDSHIP

When your fundraising efforts conclude, your work isn't done yet. **Stewardship is arguably the most important phase of your project.**

Stewardship includes thanking donors for their support and communicating to them the impact of their gift. **As a representative of Pitt, it is imperative that you provide meaningful and informative stewardship to your donors.**

THANKVIEW VIDEO MESSAGE

While you are not required to create personalized video "thank you" messages to be sent to your donors' e-mail addresses, it has proven to be an extremely effective method for many groups to grow a deeper connection with their donors. Due to the lingering administrative changes caused by the COVID-19 pandemic, groups are welcome to utilize this platform **instead of writing physical thank you notes.**

FINAL PROJECT UPDATE POST

As mentioned in the "Project Conclusion" section at the top of this page, your team is required to submit a final project update to be posted to your page. Some teams use this as their main form of stewardship because the message gets automatically e-mailed to all donors, but it is recommended that you add another element as well.

THANK YOU NOTES

If you choose to send thank you cards to donors, you will need to use EngagePitt™-branded cards. You can schedule to pick these up from the Park Plaza PAE office at 128 N. Craig Street, Pittsburgh, PA. A donor list will be sent via e-mail to the Project Leader(s) with the necessary information of the donors who have given their permission to receive a thank you card.

Please submit [this form](#) to let PAE staff know how you intend to steward your donors.

ADDITIONAL POST-PROJECT UPDATES

Your post-project timeline varies depending on your project and when the money you raised will be spent. At 1-2-month and 3-6-month marks following the conclusion of your project, submit an update and be sure to include information that shows the immediate impact of the donations you received. **You want to emphasize how the donations you received helped you to achieve your project goals.**

For some, it may be appropriate to send additional updates for up to a year after the conclusion of your project. In these updates, you will help the donors see how their money made a difference. **These are great times to use testimonies of those you helped through your project or will help in the future.** If your campaign funded research, provide donors with an update on your results. Remember to focus on impact.

COMMUNICATIONS RESOURCES

COMMUNICATIONS SCHEDULE WORKSHEET

What is your public monetary goal? _____

How will you use the money raised?

ITEM	COST

What is your "stretch" goal? _____

How will you communicate your stretch goal once you have surpassed your initial public goal? _____

Who will be benefitting from your project, directly and indirectly?

What will your pitch be?

Are there any other organizations that do similar work at Pitt and in the greater Pittsburgh community?

What social media accounts does your group have and what is the follower count for each?

Do you belong to any email listservs, professional groups, LinkedIn groups, or message boards that align with your project? Are there any blogs, independent newspapers/magazines/newsletters, podcasts, or video blogs that discuss topics related to your project?

BLANK EXAMPLE COMMUNICATIONS SCHEDULE

DATE	OWNER	TITLE	CHANNEL	CONTENT	PURPOSE	AUDIENCE
9/5/2023	Jane Doe	Club President	Email	Short message, personalized per person	Ask Most Committed donors to pledge to donate	"First Layer" Most Committed Donors
9/7/2023	John Smith	Fundraising Chair	Email	Different emails segmented for alumni, friends/family, and other donors	Announce campaign launch	Alumni list, family/friends list, other donors list
9/7/2023	All	Club Members	Social Media	Facebook & Twitter posts with project video clip	Announce project launch	Followers of club accounts, followers of club members

E-MAIL TEMPLATES

These are just guides. Please feel free to personalize the emails to reflect your style.

FRIENDS & FAMILY

Dear [NAME],

I hope you are doing well. As you know, (*insert statement about your current status - example: "I am currently a graduate student researcher at the University of Pittsburgh. My focus is on assistive technology - specifically wheelchairs."*) I am also happy to be helping the university launch an international organization - the International Society of Wheelchair Professionals (ISWP). **ISWP is devoted to improving wheelchair services worldwide for millions of people who lack a wheelchair or the appropriate chair to lead a fulfilling life.**

We are currently running a fundraising project through Pitt's EngagePitt™ Program to raise funds to provide wheelchairs and wheelchair training services for people with disabilities in developing countries or where crises or disasters have occurred. With proper training, individuals in these countries can help wheelchair users select the right chair and learn to use and maintain it. Providing these programs not only enables wheelchair users to lead active lives, but also provides wheelchair technicians and clinicians with valuable skills to be an asset to their communities.

You can make a gift and learn more about the society by visiting:

<https://engage.pitt.edu/iswp>.

Any amount helps ISWP move one step closer to its goal of providing appropriate wheelchairs to those in need and training programs for wheelchair technicians and clinicians.

Thank you for supporting us!

With appreciation,

[YOUR NAME]

P.S. Even if you can't make a gift, we hope you'll help us spread the word about our campaign to family, friends, and colleagues through Facebook, Twitter, e-mail and other social media channels. Thank you!

ALUMNI EXAMPLE 1

Hi [NAME]!

As you may be aware, the Center for Urban Education here at Pitt is operating a unique and innovative tutoring and mentoring program called Ready to Learn, and **we need your help!**

Ready to Learn (RTL) extensively trains Pitt student mentors, and then matches them with high school students in the Pittsburgh Public Schools. Pitt RTL mentors not only provide academic support to their high school mentees, they also help them with social skill development and accompany them on a variety of social and cultural trips (seminars, service projects, museum trips, etc.) throughout the Pittsburgh area.

As a former School of Education student, **you know how impactful one-on-one teaching and mentoring can be for our students.**

We're asking for your help to make this amazing program sustainable, and to do so we've launched a project through Pitt's EngagePitt™ crowdfunding platform (<https://engage.pitt.edu/readytolearn>) to make our goal a reality.

With just 15 days to go, we're more than a third of the way to our goal, but **we need your support!**

You can make a gift, watch our video, and learn more about how you can support RTL mentors and mentees by visiting our site: <https://engage.pitt.edu/readytolearn>

Thanks!

Matt and the CUE Team

P.S. Even if you can't make a gift, we hope you'll help us spread the word about our campaign to family, friends, and colleagues through Facebook, Twitter, e-mail and other social media channels. Thank you!



ALUMNI EXAMPLE 2 - FOLLOW UP

Hi [NAME]!

We're into the home stretch with the funding project for Ready to Learn, and **we need your help now more than ever!**

We talked a little last week about how much of an impact one-on-one teaching and mentoring can be for students, but this time we thought we'd let the Ready to Learn mentees do the talking:

A ninth-grade mentee described her motivation to be a part of the program: *"This program is very interesting, and it's simply different from any other tutoring program I've heard of."*

We're asking you to join us in making this amazing program sustainable with a gift through Pitt's EngagePitt™ platform (<https://engage.pitt.edu/readytolearn>). In the last week alone, we've raised an incredible \$1,380 from 18 donors who believe in Ready to Learn, and we want you to be a part of our success.

As of today, we only have **eight days left** to hit our goal. We're currently sitting at 45% funded and are aiming to make it to 75% in the next four days. **If only 35 people gave \$100 each, we would hit our 75% goal!**

Watch our video, learn more about the program, and **join our team today with a gift** by visiting: <https://engage.pitt.edu/readytolearn>.

With heartfelt thanks,

Matt and the CUE Team

P.S. Even if you can't make a gift, we hope you'll help us spread the word about our campaign to family, friends, and colleagues through Facebook, Twitter, e-mail and other social media channels. Thank you!

GENERAL AUDIENCE SOLICITATION

Dear [NAME],

With just **5 days** left, we've hit the last few weeks of our fundraiser. We've made it to **87%** of our goal but we need your support to hit 100% of our goal!

We're asking you to help our student veterans by supporting the Office of Veterans Services Wounded Warrior and Veterans Education Assistance Fund. Our immediate goal is to raise \$8,000, our long-term goal is to raise \$100,000 to build an endowment that provides annual income to support military students, including wounded veterans and their dependents at the University of Pittsburgh. This support is awarded each term in the form of scholarships. These scholarships assist recipients while in school to help them pay for books, supplies, transportation, as well as offset some of their tuition expense that is not covered by the GI Bill.

"By awarding me the Wounded Warrior and Veterans Educational Assistance Fund you have lightened my financial burden which allows me to focus more on the most important aspect of school - learning. Your generosity has inspired me in continuing my efforts to help others give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me." - Shanelle Thompson Staff Sergeant, United States Air Force.

We've raised an incredible \$7,023 from 46 donors who stand with the Office of Veterans Services to support the Wounded Warrior and Veterans Educational Assistance Fund and students like Shanelle Thompson. We invite you to help us reach our goal of \$8,000 for future students at the University of Pittsburgh. With your contribution, we will make our goal. Your gift truly makes a difference!

As of today, we only have **eight days left** to hit our goal. We're currently sitting at 45% funded and are aiming to make it to 75% in the next four days. **If only 35 people gave \$100 each, we would hit our 75% goal!**

Join the 46 other supporters of the project with a gift to the fund by visiting our website today: <https://engage.pitt.edu/ovs>.

With many thanks,

The Office of Veterans Services Staff
University of Pittsburgh

P.S. Even if you are unable to give, there are other ways you can help our campaign. Please spread the word to family, friends, and colleagues through Facebook, Twitter, email, and other social media about the Wounded Warrior and Veterans Education Assistance Fund.

GENERAL AUDIENCE SOLICITATION

Dear [NAME],

The University of Pittsburgh Rowing Club has recently reached the end of an unforgettable year. Throughout the fall and spring season, we have worked hard to earn our success. Between erging millions of meters and rowing in all sorts of weather on the Allegheny River, we came home with medals and the ability to say that we had boats making it to the finals at the Dad Vail Regatta as well as the American Collegiate Rowing Association National Championships. We take great pride in the progress we have made in forming such a competitive environment.

Our accomplishments would not be possible without the support we receive from our family, friends, and alumni. **We've come a long way, but we need your help to move even further!**

This past year has not been the best for our truck, which transports the trailer with our boats to each regatta. Unfortunately, it has broken down a few times, once leaving our trailer stranded on the side of the road headed to HOSR. We have no other means of transporting our fleet. Needless to say, a truck is essential. **Please consider making a gift to support Pitt Crew.** Each rower's love for the sport and team cannot be matched. Thus, our team would be tremendously appreciative of any donation received to help us purchase a new truck.

To learn more about Pitt Crew and/or to make a gift to our EngagePitt™ project, please visit <https://engage.pitt.edu/pittcrew>. Thank you in advance for your consideration. With your support, we are certain that our \$5,000 goal will be reached. We are looking forward to yet another successful season in just a few short months!

Hail to Pitt!

Pitt Crew



TWITTER POST EXAMPLES



Pitt Club Tennis @PittClubTennis · Mar 10

Follow the link below to check out a cool video of our team! Help us get to nationals in Orlando by contributing!
engage.pitt.edu/project/5868



1 5 6



UPG HFH @UPGHFH · Feb 9

We need your support! In less than a month, we're heading to Georgia. Consider supporting our [@engage_pitt](#) campaign



Pitt-Greensburg Habitat for Humanity Spring Break ...

Help University of Pittsburgh raise \$3,000 for the project: Pitt-Greensburg Habitat for Humanity Spring Break Trip. Your gift will make a difference!

engage.pitt.edu


2 2



i3 Program @i3program · Jan 23

Thanks to our donors for their support! Over \$5K raised in our first-ever fundraiser. bit.ly/2j7DWkM @iSchool_Pitt @engage_pitt

2 3

 **Pitt Men's Lacrosse**
March 22 · 🌐

Hello everyone! We are excited to announce that the Pitt Men's Lacrosse EngagePitt fundraiser is now live! We have some exciting and ambitious plans for the future of this program, but we can't accomplish them without your help. Please check out our page and take a look at what we're up to. Anything helps! <https://engage.pitt.edu/project/5869>

Pitt Men's Lacrosse

Help University of Pittsburgh raise \$4,000 for the project: Pitt Men's Lacrosse. Your gift will make a difference!

ENGAGE.PITT.EDU

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 **Pitt Global Health Student Association**
February 1 · 🌐

With 8 days left in our campaign, we need less than \$800 to reach \$3,000! \$800 in 8 days! Can you help us in the final push to our goal of getting Lima, Peru for our first International Service Trip!?



Global Health Student Association
International Service Trip

Global Health Student Association
International Service Trip

👍 Like 💬 Comment ➦ Share

1 share