

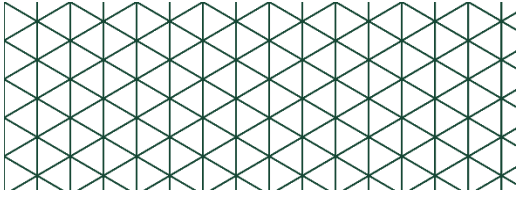
# Crowdfunding at Missouri S&T

a guide and workbook for student groups and their advisors



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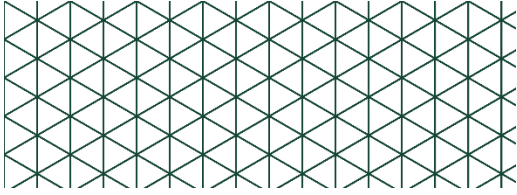
# Welcome to S&T Crowdfunding

S&T Crowdfunding is Missouri S&T's community fundraising platform, managed by the Office of University Advancement and the Annual Giving team. It serves as a platform for S&T groups to raise funds for various projects, including innovative initiatives, service trips, events, and other university-specific ventures.

We collaborate with you to raise awareness and funds for essential causes aligned with Missouri S&T's mission of integrating education, research, and application to address global challenges. S&T Crowdfunding is a place for you to effectively communicate your organization's story and engage potential donors.

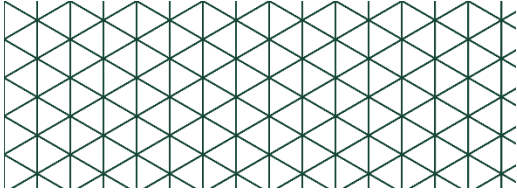
A successful campaign involves planning, project management, teamwork, communication, and dedication. While the Annual Giving team provides the crowdfunding platform and lends its support, YOU will be the project owner(s) of your crowdfunding project. This guide will assist you in creating a strategic, workable plan to achieve your fundraising goals.

Let's get started.



# Campaign Checklist

- Submit your application and receive approval from the Annual Giving team (at least two to three months prior to your financial need date)
- Meeting #1 with the Annual Giving team
  - Review your previously submitted application
  - Pre-campaign planning discussion:
    - Purpose of your project (goal – to include end date and time)
    - Your crowdfunding team
    - Project timeline
    - Seed funding commitments
  - Major projects:
    - GiveCampus page requirements
    - Video
    - Stewardship plan
  - MoCode
- Meeting #2 with the Annual Giving team
  - Review pre-campaign due-outs from previous meeting
  - Review major projects from previous meeting
  - Discuss marketing strategy
- Final approvals of major projects from the Annual Giving team (at least two weeks prior to launch of online campaign)
- Load campaign into GiveCampus
  - Create Crowdfunding page log-in
  - Load approved video and text onto the page
  - Submit page for approval
  - Notify the Annual Giving team that the campaign has been submitted for approval
- Online campaign, 10-14 days
  - Promote your campaign
  - Engage with donors
  - Post updates
- Process funding (minimum of one week)
- Your event/project takes place (aka financial need date)
- Follow-up stewardship to donors
  - Must be approved by the Annual Giving team for compliance with IRS guidelines
- Meeting #3 with the Annual Giving team



# Getting Started

## THE PURPOSE OF YOUR PROJECT

Crowdfunding works best for projects and campaigns with clear and specific goals, rather than for general, unrestricted fundraising. Be sure you and your team can answer the following:

- We want to:
- The date(s) of the above is (are):
- To achieve the above, we need: \$\_\_\_\_\_ or \_\_\_\_\_ # of donors

Can you summarize the above into a 30 second speech? An elevator pitch is a brief synopsis of who you are and what you are trying to do. It is designed to engage the person or people with whom you are communicating and get them to take some action. At its core, your elevator pitch should be a brief synopsis of who you are, what you are trying to do, and your ask. This is great to use when soliciting for seed funding.

### What is your elevator pitch?

Pro tip: Your funding target should be specific, but not too specific. Covering competition costs is too vague of an ask. Plexi Glass for competition vehicle is too specific, but mentioning items for a project to include several things is a good ask.

## PROJECT TEAM

Crowdfunding is intended to be a team activity – not a solo endeavor. Use this experience to exercise problem solving, communication, and critical thinking skills to work with and learn from your peers. You should have a team of 8-10 people dedicated to this project with clearly identified tasks. The project owner and the project team will need to remain actively engaged throughout the life cycle of the campaign – from crowdfunding application submission to closing campaign donor stewardship.

- |                                |                    |
|--------------------------------|--------------------|
| • Project Owner/Lead           | • Stewardship Lead |
| • Assistant Project Owner/Lead | • Team Member      |
| • Content Creator (video)      | • Team Member      |
| • Content Creator (updates)    | • Other Duties     |
| • Marketing Lead               | • Other Duties     |

## PROJECT TIMELINE

An established timeline is important for your campaign. Your project will require two to three months of focused, intense work before, during, and after the campaign. Also keep in mind crowdfunding campaigns typically have a set timeframe which creates a sense of urgency and encourages supporters to take action; a good crowdfunding campaign does not drag on and should wrap up within 10-14 days.

Use the checklist in the front of this guide to help you establish a working timeline.

## SEED FUNDING

It is the policy of the Office of University Advancement that **you identify 50% of your anticipated funding prior to launching your crowdfunding project (initial goals cannot be over \$5,000, so maxing out would require seed funding of \$2,500)**. You do not need to have this seed funding in hand at this point, but you do need to have promissory gifts that reach half of your need. Your crowdfunding project will not receive approval if you do not provide a list of seed funding donors to the Annual Giving team.

### WHAT IS SEED FUNDING?

Seed funding is a percentage of a team's total crowdfunding goal that they are certain will be fulfilled once the project opens. Seed funding ensures that the project appears successful from the start. Donors are more likely to support a project that looks like it is on track to meet its goal. Seed funding can either be a verbal or written commitment. If the donor is willing to give the donation directly to a team member then and there, the amount can be added to the project as an offline donation by the Annual Giving team. In some cases, the donor will simply commit to a certain dollar amount once the project goes live. In this situation, the donor will have to go to the crowdfunding page to fulfill their gift after the project launches. The team may need to follow up with them to ensure that they fulfill their commitment.

### HOW TO SECURE SEED FUNDING

#### 1. Put lists together

Seed funding is secured from people that team members know personally. Prior to the project launch date, it is the responsibility of the entire student group to talk with their network of people about the team and project. Start putting together lists of potential donors for outreach. This list can include but is not limited to:

- Family and friends
- Professors, advisors, coaches, co-workers and mentors

- Former members of your organization (alumni) if your group already has their contact information (The Office of University Advancement does not provide this information for this purpose)

Each member of your organization should attempt to put together a list of 10-12 contacts. When putting these lists together, try and include as much information as you can to increase your chances of reaching the potential donor.

## **2. Make the ask, secure the gift**

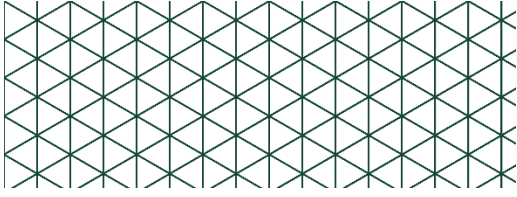
Seed funding can be requested and secured in a variety of ways:

- Phone Calls
- Emails
- Social Media
- Face to Face

### **DOCUMENTATION RECOMMENDATIONS AND TRACKING**

Since seed funding is a verbal/written commitment, it must be documented.

Documentation can be done in any way the team sees fit. It is important to record the donor's name, the team member who contacted them, the amount that they agreed to support, as well as their contact information to check back in with them and remind them of their commitment once the project launches.



# Crowdfunding Messaging

## **MESSAGING: WRITTEN DESCRIPTION**

Crowdfunding relies heavily on storytelling to draw in supporters. But that does not mean you need to prepare a novel. Keep your messaging simple and to the point; punchy but still meaningful. Potential donors want to feel a connection to you and your need, and you need to be respectful of their time.

What is your campaign name? Although you are limited to 40 characters (including spaces and punctuation), make your campaign name describe your team and your need.

Likewise, your campaign card summary will be one of the first things people read about your campaign. An easy to read synopsis with a call to action will capture people's attention and help win their support. This should be the length of a tweet.

The "about" tab is available on your online crowdfunding platform and allows you to share your project through the written word. Aim for two to three paragraphs. When working on your messaging, be sure to do the following:

- Address your audience (talk to them)
- Introduce yourself and/or your group
- Tell a story
- Define the need and present your call to action – why you are fundraising
- Share your goal
- Explain how your donors can make an impact
- Call the recipient to action

## **MESSAGING: PHOTOS**

Photos can be a great tool for expressing a message. Your crowdfunding page will provide your team with two specific opportunities to feature photos.

- Background hero image: similar to a banner image that will appear behind your video. This is optional but can add a special touch to your page to make it look professional.
- Campaign card image: shown on the main university crowdfunding page as a thumbnail. This image accompanies your campaign card summary.

## **MESSAGING: VIDEO**

The video portion of the crowdfunding platform is the most prominent part of your project. It will take time and dedication to get it right. To make this process as easy as we can, we have a few guidelines we would like you to follow to ensure videos can be approved quickly and timelines do not get delayed.

### **OUTLINE/SCRIPT**

- Videos need a plan to be successful. Be sure to have an outline or script.
- Introduce your team and state why you are seeking funds.
- Know the key points you want to talk about and write out your message.
- If you invest time and effort in making your video something of quality, you set your campaign up for a major advantage. *But don't think that great videos need to be fancy – they just need to be authentic.*
- Make it personal.
- Explain the purpose of your fundraising project and why it is important.
- Be specific and describe the impact of your donors' financial support.

### **FORMAT**

- Your video should be no longer than 2 minutes; 90 seconds is optimal.
- GiveCampus works with common video file types: mp4, mov, avi, mpeg and mpg.

### **NO COPYRIGHTED MATERIAL CAN BE USED**

- Under no circumstances can you use copyrighted material in your video. This includes un-licensed music, pictures, or video that do not belong to you.
- S&T can provide royalty free music and other material that you can use in your video. Please use the following website for royalty free music; contact the Annual Giving team once you have identified which songs you would like to use: <http://apmmusic.com/>

### **VIDEO AND PICTURES NEED TO BE TAKEN ON A HIGH-QUALITY CAMERA**

- Do not use blurry, shaky, or unprofessional videos or pictures in your crowdfunding campaign. If you want donors to take you and your cause seriously you must present yourself professionally.
- Your video needs to be approved by both the Annual Giving team and Office of University Advancement leadership. We will not approve unprofessional or poor quality video/pictures, which will delay the process and affect your timeline.

- Equipment can be rented from the library, but their options are limited.
- Check with friends and colleagues to see if they may have higher quality equipment.

## FINAL TOUCHES

- If you have team or leader testimonials, recite their names or have them appear on the screen. Allow the person watching your video the opportunity of getting to know your team members. (Think: would you want to donate to a stranger?)
- **The best videos show your team in action**, show team members, and provide the framework for why support is needed. Close the video with a sense of urgency, making a direct ask and need for their help.
- Compelling video/pictures are great, but without a message it may miss the point.
- Text over video does not view well alone.
  - Have a designated team member create the voice over for your video.
  - Voiceover should be done in a quiet and small area where the speaker can be understood and heard clearly.

## HELPFUL TIPS FOR VIDEO FROM GIVE CAMPUS

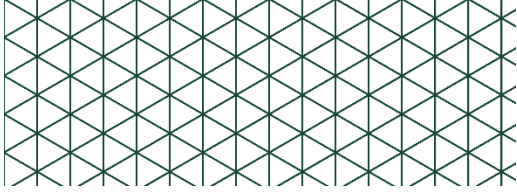
- Video upload tips and guidelines  
<https://www.givecampus.com/knowledge/articles/video-upload-tips-and-guidelines>
- Marketing your message: why videos drive donor conversion  
<https://www.givecampus.com/knowledge/articles/marketing-your-message-why-videos-drive-donor-conversion>

Pro tip: Be enthusiastic and authentic.  
Don't be afraid to show some emotion.

Pro tip: Look at past crowdfunding examples or talk to peers who have had successful crowdfunding campaigns for ideas.

<https://www.givecampus.com/schools/MissouriUniversityofScienceandTechnology>

Pro tip: Avoid acronyms if possible.  
If you need to use an acronym (group name for example), be sure to introduce it in full the first time.



# Stewardship

## **DONOR STEWARDSHIP**

Stewardship is the art of expressing sincere appreciation to donors.

Think ahead to how you will thank your donors. Good stewardship will allow your donors to feel appreciated and potentially interested in supporting your organization again. Whatever you plan to do, make sure the expression of gratitude and appreciation is meaningful from you and to the donors.

Please keep in mind, however, there are some restrictions on stewardship. As each gift to your campaign receives a tax-deductible receipt, you need to be mindful of IRS regulations regarding stewardship practices. Because of legal implications, you must disclose your stewardship plan to the Annual Giving team prior to receiving approval for your crowdfunding campaign. Please note, any deviation to your stewardship plan that is not approved by the Annual Giving team may result in consequences that are elevated to the highest levels of university leadership.

Thanking donors does not have to be a high cost activity. A meaningful video or photo from the event your donors supported has great emotional value. Thank You notes and phone calls are a rarity and stand out in today's digital world. If you want to reach out to donors in a one-on-one capacity, the Annual Giving team can help facilitate.

## **EMAILS**

Emails are simple to fulfill and are an effective way to quickly communicate to your donors. Provide the Annual Giving team with text and pictures of the team or of your project, and we will send it out for you. Please also include signatures of the team president and/or other student leaders.

## **THANK YOU CALLS**

If your group would like to place calls to your donors, we can help you arrange that, too. Thank you calls, like traditional mail pieces, are impactful because they are an unexpected form of outreach.

If you would like to place calls to your donors to thank them, please let the Annual Giving team know of your intention and we can generate a list of your donors and their phone numbers for you to make calls.

## LETTERS AND DIRECT MAIL

In today's digital age, there is still value in traditional mail correspondence. The impact felt by receiving a handwritten note or card in the mail is truly special. Consider using stationary that names your student group or organization, or including a group photo that will have meaning to your donors. Feel free to include ways for your donors to stay in touch with you by following your social media channels – so they're aware of your next crowdfunding!

Donor information is confidential and cannot be given out to student groups. What we can do is send the addresses to our mail room on campus in a secure manner to ensure donor confidentiality is maintained.

Steps for fulfilling thank you letters:

- Let the Annual Giving team know your intent to send direct mail to your donors. This allows us time to work behind the scenes and gather the appropriate information for you.
- Following the conclusion of your crowdfunding project, we will generate a full list of your donors.
  - Your group will be given a list of donors who supported your project so letters can be written.
  - Some donors may be parents, family, or friends and can be hand delivered by members of your organization.
  - Our records office will send donor addresses to our mail room (please allow three to five days for the list to be sent to the mail room).
- Please provide the Annual Giving team a return address for your mail pieces and a mail card. Your organization's advisor should have a mail card available to you, if you have questions on how to access this, please contact your advisor first.
- Once your correspondence has been written, drop them off with Annual Giving.

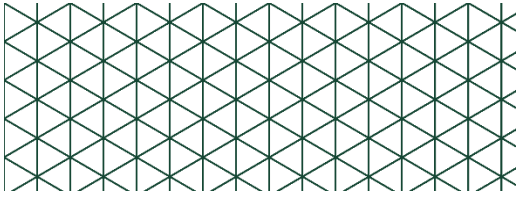
## TIPS FOR IMPACTFUL STEWARDSHIP COMMUNICATION

- **Send a Thank You – FAST!**

Have your stewardship plan ready to deploy ASAP. While the Office of University Advancement sends receipts, this is not a substitute for a real thank you from you. Speed is important, because the longer you wait the more likely your donor will feel their gift was taken for granted – and the less sincere your thank you seems.

- **Phone Etiquette**  
If your team chooses to make phone calls, make sure the callers have good phone etiquette. Speak clearly so the donor can hear and understand what is being said. Don't rush the call; spend quality time talking with the donor and allow them to lead the conversation. Come up with a short script to help those who might get nervous on the phone, and be sure to include accolades from your event or project so the donor can celebrate with you as a part of the team.
- **Send a Handwritten Note**  
If you're donor base is small, this is something very manageable. Don't underestimate the handwritten thank you.
- **Thank you... for being YOU!**  
What's infinitely more valuable than a donation? The person who gave it. The donation happens once. The donor could be around for life so thank them for being the kind of person who gives to important causes, supports student success, and is a friend to your organization.
- **Give THEM Credit – Not You**  
Count the times you use the word "we" and make sure the number of times you use "you" is far greater. **The donor is the hero. You are thanking them for their awesomeness.** Instead, tell them about all that they have enabled. Everything that they made possible. Make them look great because they are.
- **Simple and emotional, relevant and personal - not complicated or full of jargon**  
Keep your message simple, specific, relevant, and personal. Be sincere. **Being complicated does not make something better.** In fact, complexity makes it less likely you'll be remembered when you ask for money next time. When you write your thank you letters or are on the phone with your donor, share your excitement. The more enthusiastic you are the more likely it is that energy will come through your communication. Your goal is to make your donors feel something. **The biggest thank you killer is being boring.**
- **Avoid careless errors**  
Nothing communicates a lack of care and respect like a blatant error. Check for correct spelling in notes. Make sure you address the donor by the correct name. While most donors are gracious about a rare mistake, **repeated errors are unacceptable.**

Remember, thank you communication is hard work. But the payoff is worth it. **When you thank your donor in a way that resonates and stands out, they are excited to give again. Donating to support a cause is not an obligation – it is a privilege.**



# Marketing

## PROMOTING YOUR PAGE

Your crowdfunding project will have its own unique URL that should be shared to drive traffic to your page. Crowdfunding is based on peer-to-peer fundraising, making it intentionally distinct from other, more institutional fundraising efforts. Success will require your project to be shared through personal networks.

- Think about how early and how often to share the post during the life of your campaign.
- Do you want to share past accolades in social media posts to spark interest with potential donors so they click on your URL?
- How will you encourage your network to share with their networks?
- Do you have an organization newsletter where the URL or QR code can be shared?
- How should the group announce the close of the campaign? Will you share information from your event or project to donors?

## UPDATING YOUR PAGE

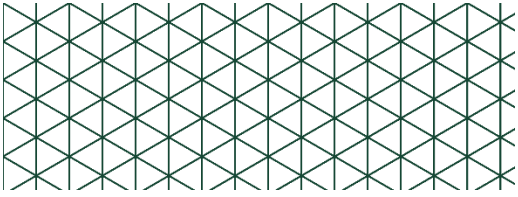
Another part of marketing is conveying your group's involvement with this fundraising endeavor. Donors are more likely to support an excited group that is actively engaged in their fundraising project, than a group that sets up a page and allows it to sit unattended.

Your crowdfunding page has a section titled "Updates" where you can post messages, videos and photos to inform visitors to your page. There is also an option to share your updates with donors through email notification so they are kept in the loop without having to check back to your page on their own consciousness. Make a plan to use this section, it can make a difference in reaching your fundraising goals.

Some ideas of things to share in updates:

- Thanks to our generous donors, we have reached 50% of our goal!
- We have one week left and would greatly appreciate your support. As a reminder, all funds through this campaign will support x, y, z...

Pro tip: If you achieve your goal before the end of your campaign, encourage your supporters to help you surpass your stated goal. Having a video to convey this message of thanks and call to action can be helpful.



# Pre-Launch Checklist

Well done! You have done a lot of heavy lifting in the pre-campaign phase. While the bulk of your work has been done there is still more to do. Before your page go live, be sure the following have been checked off:

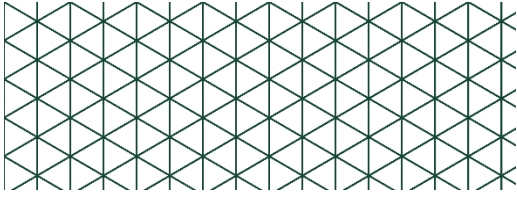
- Your advisor has approved your project and has been kept informed of your progress.
- You have provided the Annual Giving team with your group's MoCode.
- You have assembled a team of volunteers with assigned tasks.
- You have a campaign timeline and have remained on track.
- You have fulfilled the seed funding requirement and have given the list of pledges to the Annual Giving team.
- You have received approvals from the Annual Giving team on your:
  - Video
  - Photo(s)
  - Written Descriptions
  - Stewardship Plan
  - Marketing Strategy
  - Page Updates Plan

Once all the above have been checked off, you will create a GiveCampus page and upload your final products to the crowdfunding site. This should happen about three to five days before your official launch date. Email the Annual Giving team to let them know your team is ready to have their page reviewed for approval.

Upon approval, you will be provided with the unique URL for your crowdfunding page. Once the link has been given to you, adhere to your marketing strategy to share the link with seed funding donors and those previously identified in the Pre-Campaign phase as potential donors.

It is critical that you reach out to donors who made promised, seed funding contributions, and give them the opportunity to fulfill their pledge to you. Do this early on. If these donations are made before the bulk of your potential donors see your crowdfunding page, it will encourage new donors to support your need.

Pro tip: While you wait for approval, create some buzz by announcing your upcoming project on social media.



# GiveCampus Basics

## STEP 1

Immediately following your initial crowdfunding meeting with the Annual Giving team, you need to create a GiveCampus account. Anyone with access to building and managing your crowdfunding page will need to do this.

Go to: [www.givecampus.com](http://www.givecampus.com)

Note: You must use your university email address and full names so administrators can grant access to you.

Once you create your account(s), please notify the Annual Giving team. They will reply once access has been granted.

## STEP 2

To start building your page, log in to your GiveCampus account. You should be automatically routed to the “back office.” If not, click on the round button next to your name and select Profile.

Once in the back office, click on “Campaigns” on the left menu. Then click on “Draft” on the horizontal menu to access your campaign.

Name	Community Submitted?	Unsearchable	Ends	Goal	%	Pledged	Donated	Donors	Advocates	Status			
TEST 2	TEST 2	Yes	false	2024/09/10 at 14:56	\$100	0%	\$0	\$0	0 / 0	0	draft	<a href="#">Settings</a>	<a href="#">Clone</a>

### STEP 3

If you click on the name of your campaign, the platform will take you to view your draft page. From here you can upload your video, access your pre-launch checklist, and go to campaign settings.

MISSOURI S&T HI ANGELICA!

Welcome to your draft!

Head to the campaign settings page to explore additional campaign features and make changes to existing content and settings.

- ✔ Review the [Pre-Launch Checklist](#)
- ⚙️ Go to [Campaign Settings](#)
- Required: [Upload Campaign Video](#)

TEST 2

[Upload Your Video](#)

After you upload your video, it will take our system a little while to process and convert the file before it will display here. Thanks for your patience!

\$0 Donated 0% of \$100 goal

0 Donors 5 Days Remaining

[Give Now!](#)

[Share](#) [Post](#) [Share](#)

[Copy to Share](#)

You may also select “Settings” (you may need to scroll right to view this option) which will take you directly to campaign settings.

Online **Draft** Completed Archived

	Name	Community-Submitted?	Unsearchable	Ends	Goal	%	Pledged	Donated	Donors	Advocates	Status		
	TEST 2	Yes	false	2024/08/10 at 14:56	\$100	0%	\$0	\$0	0 / 0	0	draft	<a href="#">Settings</a>	<a href="#">Clone</a>

## STEP 4

Follow the prompts to build your campaign.

MISSOURI S&T

Welcome to your draft!  
Review the Pre-Launch Checklist  
**Required action: Upload your video**

TEST 2 Structure & Content

Prelaunch Checklist Items

Is your goal realistic?  
Donors are more likely to support a campaign that seems likely to reach its goal. Carefully consider how you'll arrive at your goal and whether your data and past performance suggest your target is achievable. And don't be afraid of "conservative" goals: across the GiveCampus network, we consistently see that donors are willing and excited to continue giving to campaigns that have already reached their goals. (Conversely, donors are hesitant to give to a campaign that does not appear to have the momentum needed to reach its goal.)

Do you have a plan to quickly reach 5-10% of your goal?  
Early momentum is critical. Help demonstrate that the campaign is gaining traction and that it is likely to succeed by encouraging volunteers and staff to donate ahead of your wider launch. You can also add any offline donations that you have already collected.

I understand that changing the campaign name while the campaign is live will also change the URL and all previous URLs shared will no longer work

Campaign name  
**Community-Submitted Idea**

Campaign goal  
 Dollar amount raised  
 Number of donors  
100.0  
Do you want your campaign success to be measured by how much money you raise or how many people donate?

Hide campaign goal  
 Hide this campaign's goal and progress bar on the main landing page  
This does not affect the display of Tier 2 Campaign goals, which can be configured independently.

End date  
Year: 2024, Month: August, Day: 10, Hour: 02 PM, Minute: 56

Campaign type  
Crowdfunding

About Your Campaign  
This should describe the purpose of your campaign and should be updated before you launch your campaign.

\*This field is mandatory, and it must be present whenever you update the campaign, or you will not be able to submit the form.

- Select: Is your goal realistic?
- Select: Do you have a plan to quickly reach 5-10% of your goal?
- Select: Campaign Name understanding
- Enter dollar amount goal
- Do not select the option to hide your campaign goal
- Set your end date and time
- Campaign Type should be set to "Crowdfunding"
- About Your Campaign: your written description/call to action which should be two to three paragraphs. This will be displayed on your page.

- Home
- Campaigns
- Preview Campaign
- Basics
- Images and Display
- Pre-Launch Page
- Leaderboards
- Tiered Landing Pages
- Advocacy
- Unique Tracking Links
- Tracking Pixels
- Statistics
- Reporting

**Custom Content Section**

Please click [here](#) for our GiveCampus University resource on "Feature Update: Custom Content Section."

Contact [support@givecampus.com](mailto:support@givecampus.com) to learn more about how you can create a section for "FAQs", "Contact Us", "Social Media Toolkit", etc.

This will give you the ability to share additional content to your donors (consider embedding your social media aggregator here!) You can configure up to 5 custom content sections.

### Add Custom Content Section

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**Sharing**

Customize the image, content and hashtag used when sharing this campaign

Sharing Text

Maximum length of 100 characters

Sharing Hashtag

Maximum length of 50 characters. The hashtag is automatically added after you save. It can only include letters and numbers, with no spaces or special characters.

Sharing Image

No file chosen

Use images that are at least 600 x 315 pixels for the best display on high resolution devices.

Default Advocacy SMS Text

Sharing text

Maximum length of 100 characters

---

**Social Feed**

Embed Code

```
<a class="twitter-timeline" href="https://twitter.com/GiveCampus?ref_src=twsrc%5Etfw">Posts by GiveCampus</a> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>
```

The embedded content will appear in a standalone "Social" section on your campaign landing page.

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**Campaign Video / Image**

Upload a video or image to display on the campaign landing page.

NOTE: The larger the video file is, the longer it will take to upload and process the video.

Allowed video formats: .mp4, .mov, .avi, .mpeg, .mpg

or

The image should be 760x430 (or similar ratio) to prevent cropping.

- The Custom Content Section is optional.
- Sharing Section is optional.
- Social Feed Section is optional.
- Upload your video at the bottom of this page using the "Upload Video" button. Even though GiveCampus gives the option to choose between using a video and image, S&T requires student groups to use video.

You can select "Preview Campaign" on the left menu at any time to see your crowdfunding page take shape.

## STEP 5

Select “Images and Displays” from the left menu.

The screenshot shows the GiveCampus campaign management interface. On the left is a navigation menu with 'Images and Display' selected. The main content area is titled 'TEST 2 Landing Page' and contains several sections:

- Background hero image:** A large image placeholder showing a group of people silhouetted against a sunset. Below it are controls for 'Upload Image' (with a 'Choose File' button), 'Background Position' (a dropdown menu), 'Overlay Color' (a color picker), and 'Overlay Opacity' (a slider).
- Custom campaign card:** A smaller image placeholder with a 'Choose File' button. Below it is a note: "This is optional. Your campaign card will be generated automatically from your video unless you upload a separate image file here. (png, jpg, jpeg). The image should be 600x400 (or any 3:2 ratio) to prevent cropping."
- Campaign card summary:** A text input field with a red arrow pointing to it from the left. Below the field is a note: "This should summarize the purpose of your campaign and should be updated before you launch your campaign. This will appear on your campaign card, so it will be one of the first things people read about your campaign. A succinct synopsis with a 'call to action' will capture people's attention and help win their support. 140 characters max."
- Section Headers:** Five text input fields labeled 'Custom 'About' Section Header', 'Custom 'Advocates' Section Header', 'Custom 'Donors' Section Header', 'Custom 'Social' Section Header', and 'Custom 'Updates' Section Header'.
- Redirect 'make a gift' button to this campaign:** A checkbox with a note: "If you check this box, donors who click the 'Make a gift' button on your school's main landing page will be redirected to this campaign. (Note: Checking this box for this campaign will override any other campaigns for which you have selected this option)".
- Hide on school page:** A checkbox with a note: "If you check this, the campaign and all associated tiered landing pages will be hidden on all school pages."
- Update Campaign:** A green button at the bottom right.

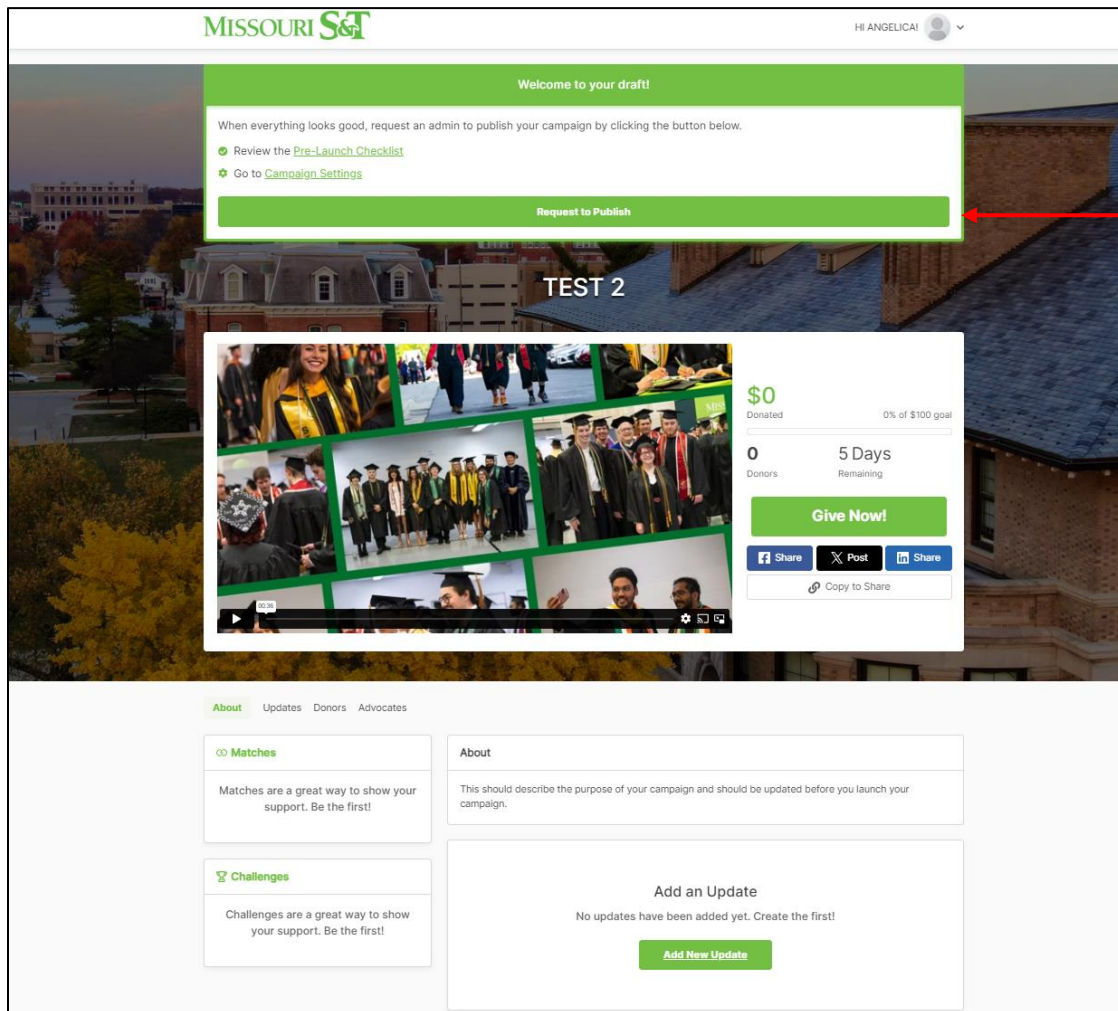
- Background hero image is optional. If you choose to use this, it will display an image behind your video on the top of your crowdfunding page.
- Custom campaign card (image) is optional. If you do not upload an image, GiveCampus will automatically use a screen shot from your uploaded video. The campaign card is what visitors see when they go to S&T’s GiveCampus landing page and see our campaigns.
- Campaign card summary is not optional. This will display on S&T’s GiveCampus landing page. This should be one to two sentences long.
- Do not select the options to redirect ‘make a gift’ button or hide the campaign on the school page.

## STEP 6

Review your “Pre-Launch Checklist.” Check off everything – our meetings and discussions will help guide you through the process, so even if your answer to the pre-launch question is “no” just select it so it is checked off and we can proceed.

## STEP 7

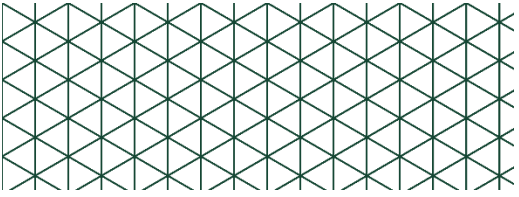
Review your page. Once you’re happy with it, select the “Request to Publish” button. A notification will be sent to the Annual Giving team who will review your page and be in contact with you.



## STEP 8

Once you receive approval, you will be given your crowdfunding page’s unique URL. Share this link on social media to gain attention and support.

You can also use the Facebook, X, or LinkedIn buttons on your page to create social media posts on those platforms.



# Post-Campaign

Congratulations! Your crowdfunding campaign was thoughtfully planned and executed, and you have brought in funding for your need! Celebrate your hard work!

This next phase is simple.

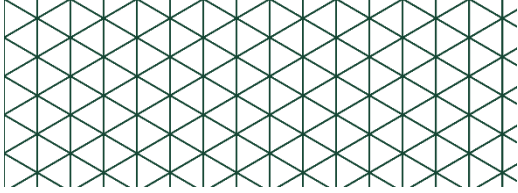
1. Reach out to your donors and thank them for their support.
2. Reports of all your “advocates” are available on the admin dashboard. These are the people who made your campaign a success. Find a nice way to thank them.
3. Post an update on your crowdfunding site to close out the campaign.
4. Schedule time for a debrief with the Annual Giving team. What went particularly well? What could have been better? Consider all aspects (planning, volunteer involvement, content, process, etc.).

Following the close of your campaign, please allow the Office of University Advancement two weeks to process and report on all the funds received from your campaign. These funds will appear in the account attached to the MoCode that was previously provided.

Job well done!

Pro tip: It is highly recommended that your group continues to communicate with your donors, even after the project and the stewardship protocols have concluded. You have worked hard to engage and build relationships with people who like you and your group, and want to see you succeed. Keep them around! Keep them engaged! Consider a formal communication piece, such as a short newsletter, to share information that does not include asks for donations. Make them feel like an insider. Make them feel like family. When you need to fundraise again, the ask and the give will be much easier since you have developed and strengthened this relationship.





# At-A-Glance

## PROJECT PURPOSE

- We want to:
- The date(s) of the above is (are):
- To achieve the above, we need: \$\_\_\_\_\_ or \_\_\_\_\_ # of donors
- Elevator Pitch:
  
- Campaign name (40 characters max):
- Campaign Cut-off date and time:
- Campaign card summary (length of a tweet):
- About/Call to action (2-3 paragraphs):

- Updates:

## **PROJECT TEAM**

- Project Owner/Lead:
- Assistant Project Owner/Lead:
- Content Creator (video):
- Content Creator (updates):
- Marketing Lead:
- Stewardship Lead:
- Team Member:
- Team Member:
- Other Duties:
- Other Duties:

# PROJECT TIMELINE

Date	Tasks and Goals	People Assigned	Completed?



## STEWARDSHIP PLAN

Identify your donors and the types of stewardship you may want to consider. Think about your budget and IRS restrictions, scheduling for team members to participate, and dates your thank yous need to go out. Remember: it's ok to say "thank you" more than once!

Our stewardship plan for Seed funding Donors:

Our stewardship plan during the active crowdfunding campaign:

Our stewardship plan to all donors at the conclusion of the crowdfunding campaign:

Our stewardship plan to all donors from the event/shortly after the event:

## MARKETING PLAN

You need a plan to promote your upcoming crowdfunding campaign. Have at least one designated person on your team design a marketing strategy that can be executed by the team.

Think about building excitement before your campaign so supporters can prepare their personal budgets to support your project. Think about asking your supporters to share your crowdfunding page on their social media pages to help spread the word. Don't forget about making updates on your crowdfunding page, too.

Pre-Campaign Marketing Plan:

Active Campaign Marketing Plan:

Post Campaign Marketing Plan: