BGSU | FALCON FUNDED
BOWLING GREEN STATE UNIVERSITY

Falcon Funded Campaign Strategy: Student Projects

The Quiet Phase (4-6 weeks before launch)

Welcome to your Falcon Funded crowdfunding campaign! Crowfunding is a dynamic form of fundraising that requires dedication and time, but we understand how busy your schedule can be and have therefore created this document as a strategy map to guide you through your project. Here, we will discuss how to lay the groundwork to support a successful campaign.

Project Creator

As a Project Creator, you are the person with ultimate responsibility for the campaign's success. It is your job to create a team to execute the goals. The campaign team is made up of the Project Creator, Champions and Amplifiers.

Identification of Project Team

To create a successful Project Team, you will need two additional core groups of volunteers. Each of these team members must be willing to commit to work every day on the campaign throughout the quiet and active phases.

- *Project Creator* (1-2 people)
  - Head(s) of the project, often president, co-president, advisor, captain of an organization or leaders of a particular project. These leaders dedicate an hour per day in the quiet and active phases of the campaign.
- *Champions* (3-5 people, minimum)
  - Typically these are the beneficiaries of money being raised and may be directly connected to the organization/group. Champions should be able to dedicate 45 minutes every day in the quiet and active phases of the campaign. This could also include an executive leadership team or officers of an organization.
- *Amplifiers* (8-10 people, minimum)
  - They are close to the project and may be direct beneficiaries. Members could include at-large members of a student organization, teammates, or students in a particular section of a class.

Responsibilities

Project Creator

- Decide with team of Champions on a realistic fundraising goal based on size of the team, e-mail lists acquired and any potential major donors. Every personal e-mail, on average, can account for approximately $4 donated.
- Delegate responsibilities for content creation
  - Video
  - Copy
  - Updates
  - Perks/level
  - Donor appreciation
- Compile a list of at least 100 names/personal e-mails of close contacts who have potential to give and have a connection to the project.
- Schedule and run meetings to check-in with Champions group once per week during the quiet phase, at least twice during the active phase, and once your campaign is over.

Champions

- Create content for the project page

- Main Project page video (2-2.5 minute video explaining project, not polished, grassroots and natural. Can be shot using iPhone and free editing software).
- Marketing schedule of e-mail blasts, updates and events throughout the campaign.
  - 6-8 updates throughout campaign, including 3-4, 30-second video updates, which could be pre-shot. Video updates could include: compelling facts about the project, testimonials of people impacted by the project, campaign milestones (50%, 75%, thank you for helping us reach our goal).
  - E-mail blast to contacts committed to donating on opening day of project; e-mail blast to all e-mails collected on "launch day."
- Put together a list of at least 100 names/personal e-mails of close contacts who have capacity to give.
- Gather pre-commitments from donors to ensure momentum in opening days of your campaign. Acquire these through personal e-mails and face-to-face asks. The campaign team should aim for 20-30% of the overall goal to be achieved prior to your launch date. ***If you obtain less than 20 percent pre-committed or much more than 30 percent pre-committed, this is a good time to reevaluate your fundraising goal.***
- Help create a stretch goal strategy
  - Should your project raise the amount of money needed to reach your initial goal within the first 23 days (of a 30 day campaign), it is recommended you implement a stretch goal that has already been created prior to the project's launch. Your stretch goal should create a new fundraising goal as well as outline the additional impact that money will have.
  - Should your project raise the amount of money needed after 23 days (of a 30-day campaign) have passed, but there are still a few days left and you want to continue to accept donations until the campaign closes, you still need to be able to describe the impact the additional money will have. (Include impact in project update).
  - Both of these pieces should be created during the quiet phase of your campaign so you have them ready to go should the situation occur during the active phase.
- Outreach to affinity groups
  - Reach out to organizations that may have a similar mission to the work your project is doing. This can be other similar student groups, academic departments, national or regional governing board for your organization, or non-profit organizations that can help spread the message about your project.

Amplifiers

- Put together a list of at least 25 names/personal e-mails of close contacts who have potential to give.
  - Make personal e-mail or face-to-face asks on behalf of the project.
- Use channels into large social media networks (Facebook, Twitter, etc.) to amplify message to a larger community.

Active Phase (30-45 day campaigns)

Crowdfunding is an active form of fundraising that requires your attention throughout the campaign. There are responsibilities that must be completed during this phase of your campaign to ensure success. They are broken down, below. Following these steps will give you and your projects the best chance for reaching your goal.

Everyday Responsibilities:

- Check donor information through "Donations" tab. Here you will find a list of the people who have already donated. When you see a name of someone on your large list of contacts, make sure to take them off any list of potential donors. Whichever member of your group asked that person to donate should send a personal thank you e-mail. If the donor was not personally contacted by someone in your Champions or Amplifiers group and check to be anonymous on the donor wall, do not send a random thank you e-mail.
- Check goal levels and post updates when milestones are reached. Be careful not to overload donors with updates.

Throughout the Campaign

- Remember to send updates **at least once per week** and a maximum of two times per week. Updates should be authentic and simple. Always task donors to share with others who might be interested.
- Have different Amplifiers and affinity groups post on social media about your project.
- Hold meetings with Champion and Amplifier groups.

48 Hours Before Launch

Will your campaign have a soft launch two days before it goes live to the public? This can be one way to give your project good momentum to start with and to secure funding ahead of time.

24 Hours Before Launch

Hold a pre-launch and send the link to the pre-committed donors you gathered during the quiet phase to give your project momentum right out of the gate.

First 24 Hours

Send an e-mail blast on the morning of Day 1 to your large group of contact gathered. Follow up with phone calls for numbers you have. On the evening of Day 1 or morning of Day 2, have your Amplifiers group publish posts about your campaign to their large social media networks.

After 72 Hours

First update goes out to donors.

After 1 Week

Make sure you are up-to-date on cross references of donations on your e-mail list and then send out a new e-mail to those who haven't donated with another "ask."

Weeks 2-4

Update donors on project's progress. Continue to make personal appeals to contacts. Implement stretch campaign, if necessary.

End of Campaign

Make sure to send a final, thank you update to all donors as your last update in the active phase, highlighting the money you raised and the tangible items it will buy for your project's mission.

Post Campaign

Showing appreciate to your project's donors is of the utmost importance. Not only did these donors help your project get off the ground, but you may be asking these same donors for help on another future project. Let your donors see/know how their gift was used. Show both the short-term and long-term impacts their gifts had on the project. What were the benefits? How was the trip? How did the project go? This gives the donor finality for the project and of the impact they made.

When sending out post-campaign updates/thanks, make sure to always click "donors only" below the text section in the Updates sub-tab before you publish your update.

Perk Processing and Fulfillment

If you offered tangible or experiential perks during your campaign (i.e. a lab tour, a behind the scenes experience, etc.), the post-campaign phase is the time to ensure all of those perks are sent to your donors and experiences are set up. We recommend that you e-mail all donors who will receive perks to confirm the correct shipping information, as well as appropriate information about the perk (i.e. T-shirt size, time for a visit to take place).

Additional Stewardship Touches

If you have time and resources, it can be extremely touching for a donor to receive a personal thank you from the project and could potentially be a motivating factor for donating to BGSU or other projects like yours in the future. Gestures such as a post card, a hand-written note or a phone call from a student who benefitted from their gift can be incredibly powerful to donors.