UWL Advancement
Application for Crowdfunding 2020 -2021

Project Name:

Contact Information:

Name:
Phone/Email:
Please select one that best describes your role at UWL: Faculty   Staff   Student

Faculty/ Staff: What UWL organization or college/department/unit do you represent?
Name:
Website:

Students: Are you a registered student organization?   Yes   No
If YES, who is the UWL Faculty/staff Advisor you are working with?
Name:
Email/Phone:

If not a student organization, has the leadership in your division (i.e., Dean, Associate Dean)
approved this project?   Yes   No

Is there a UWL Foundation Fund name/number for this project?
Fund name/number:

Project background:

Tell us the background or story behind your campaign/project.

Campaign impact statement (what will you do with the funds):

Are there or will there be any planned events coordinated around your project and/or launch
date? If yes, please identify any event specifics.

Yes   No

Budget: Most projects are able to raise $5,000 or less. <u>The majority of donors will come from your family, friends, and other personal networks.</u> Do you know enough people who will donate to your project to reach your goal? The larger the team and the larger the networks, the more money you will be able to raise. Remember, it is important to set a realistic goal so that your campaign is successful. Start with the lowest goal possible - you can always add stretch goals later.

What is the amount needed for the project?

What is the funding goal of the campaign?

Breakdown your budget: Provide budget items and amount needed

If you exceed your overall goal, how will excess funds be used?

How will funds be used if you do not reach your funding goal?

Timeline: Crowdfunding is limited to specific times throughout the year. Note: your actual launch day may be a 1-2 weeks prior to a "soft launch." UWL Advancement will work with you to determine if a soft launch is recommended. Groups that are able to achieve 30% of their goal within the first 48 hours of a campaign are more likely to achieve their total goal.

Provide project timeline details below:

Team members: The success of your project is determined by the involvement and participation of your team. The questions below will be critical to ensuring that goals are met.

- How many team members do you have helping facilitate the project?
- How many of your team members are willing to share the project on social media and via their personal email account?
- Are you and your team willing and able to commit at least 30 minutes each day to promote your project via calls, email, and social media; provide updates; and facilitate stewardship efforts throughout the project?   Yes/No
- Are you willing to ask your friends and family for contributions? Yes/No
- Who is your target audience and whom do you plan to ask for contributions? Identify below:

- Does your team have access to an email list that will enable you to share the project? Yes/No   If yes, how many subscribers?
- Are you and your team willing and able to identify at least 20 personal and professional contacts *each* to reach out to via email throughout the duration of your project? Yes/No
- Are you and your team willing and able to send at least four emails to promote your project? (Ex: Launch, mid-campaign, last chance, thank you)   Yes/No
- Do you have images on hand and available to be used for this project? Yes/No
- Does your group have the ability to record a 2-minute video describing the project? Yes/No

Please briefly describe your communications plans (before, during, and after campaign) including email, social media, press releases, calls, etc.:

BEFORE:

DURING:

AFTER:

Stewardship

- Describe how you will thank and steward your donors after the project has ended.

- When will donors receive stewardship communication/materials, etc.? (Ex: one week after the project has ended, etc.)

Pitch your project. Use this space to summarize your project.

- The Project or Challenge (answer what is unique about it/what you are trying to accomplish)
- Who We Are (provide organization or department description)
- The Impact (how will it affect UWL students, staff, community, etc.)
- What Your Gifts Will Do (answer what the money will provide)
- Share this Message (draft your request to friends/family/colleagues)
- Thanks for Your Support! (a short message about the meaning of support to you)

Giving Levels

Provide 3-4 Giving Levels (Ex: $25, 50, $100, $200) and descriptions/impact at each level. This will offer donors options by highlighting varying levels of impact based on your budget. Description should answer what the donation at this level will support.

EXAMPLE *Giving Level Title: Conference Materials* *Description: A $50 gift will cover the handouts/materials/supplies for one student at the conference.*	*Amount $50*
Giving Level Title Description	Amount $
Giving Level Title Description	Amount $
Giving Level Title Description	Amount $
Giving Level Title Description	Amount $

Additional information to share?

Please contact: UWL Advancement with questions

Submit completed applications to foundation@uwlax.edu or drop off at the Cleary Alumni & Friends Center

UWL Crowdfunding Project Agreement

By signing below, our project team agrees to the following:

- Our project team will provide all needed campaign content to UWL Advancement and adhere to all deadlines established for the project timeline.
- During the duration of the campaign, our project team and any others associated with our project will not launch any other efforts on competing platforms (i.e., GoFundMe, etc.)
- Our project team agrees to carry out the marketing and stewardship plan established for the project to ensure it is a success.
- Our project team has read and accepts the campaign policies set forth by UWL Advancement and takes responsibility for all members of the Project Team, including fundraisers of the campaign.

Team Lead Name: Team Lead Signature:

Date :

Campaign Advisor Name (Student projects):   Advisor Signature:

Date:

Signature below indicates approval by UWL Advancement Representative:

Name   Signature

Date: