Club Sports Crowdfunding Campaign

Crowdfunding is the practice of funding a project by raising small amounts of money from many people on an internet platform at Colorado College the platform is GiveCampus. The campaign will be live for 30 days on GiveCampus.

Pre-Launch
The pre-launch phase should be the time you identify your goal, community, and determine how you will tell your story. The information you gather in the pre-launch phase will be the basis of the crowdfunding project.
The Why: Focus your vision
- ☐ What is your goal? How much money do you hope to raise?

The Who: Identify your community
- ☐ Who is your team?
- ☐ Who will be assisting in campaign (team members/enthusiastic alumni)?
  - o These will be your campaign advocates. Very important!
- ☐ Have each team member list 3 or more individuals you can include in your outreach.
- ☐ Do you know your target donor audience (alumni/friends/students/parents)?
  - o Remind them their employer may match the donation!

The What: Tell your story
- ☐ Name of your project
- ☐ Outline the full story (3-5 paragraphs)
  - o Present the problem. Define the project and the goal of the group. What is standing in the way of the group's dreams? Inspire action.
  - o Make the ask. Tell your audience what to do. "Donate today and share this campaign."
- ☐ Video to tell your story
  - o **Necessary for GiveCampus
  - o Your opportunity to tell your story visually. Use this as an opportunity to be creative. You can show off what your project does, use animation, voice-over, photo slideshow, talking head, or anything you can think of!
  - o Can be quick outline or example of what the team does (ex. climbing, playing frisbee)
  - o Keep it short (1 minute to 2 minutes) and authentic
- ☐ Photos to tell your story
  - o **Necessary for GiveCampus for background photos
- ☐ Send all materials to Assistant Director in Annual Giving you have been communicating with written materials should be shared in a Word doc form and photos/videos should be shared through Dropbox, Onedrive, Google Drive

Launch Prep
The launch phase is a time for focusing the outreach strategy of your campaign. During this time, you will gather your fundraising team, advocates, draft email content, and share content on social media.
Marketing Plan
- ☐ Leadership/Fundraising team: identify your fundraising team (suggested to have at least 3 people)

- o Fundraising team should oversee campaign and marketing plan
- ☐ Advocates:
  - o Ask campaign advocates to share the campaign on social platforms (Facebook, Instagram, Twitter) – personal and the groups
  - o Ask campaign advocates to make personal plea on GiveCampus
  - o Would the campaign advocate consider a matching gift or a challenge?
    - o A matching gift is highly customizable on GiveCampus. The advocate can set up a matching gift to a threshold they want to give ($500) and then determine if they want to limit what gifts will be matched (ex. only the class of 2017) or it can be a dollar-for-dollar match.
    - o A challenge allows the advocate to set a specific goal for their gift to be donated (ex. the campaign must raise $1,500 and the advocate will donate $3,000).
- ☐ Social Media
  - o Share content on social media regarding the campaign
- ☐ Draft email content
  - o Determine how many emails your project would want to send and how you would like those to be sent
- ☐ Project updates
  - o On GiveCampus campaigns can post updates and this can send an email to donors. This is a great way to gain more donor attention.

Live Campaign

Your project has 30 days to grassroots fundraise. The most successful campaigns are the projects with active members driving attention to the campaign. During this time, it is necessary to solicit gifts from friends, family, alumni, and fellow students through direct asks, social media, emails, and advocacy on the GiveCampus page.

Execute Plan
- ☐ Check with advocates that the campaign was shared on their social platforms
- ☐ Check on GiveCampus page for personal pleas
- ☐ Talk to friends/family members/alumni/students about project and donating
- ☐ Continue to update social media
- ☐ Send emails

Example 30-Day Crowdfunding Campaign Marketing Calendar

Week 1: Building Awareness
Day 1:
Launch the campaign on GiveCampus.
Send kickoff email to all stakeholders.
Post a launch announcement on all social media platforms.
Day 2:
Social media post: Introduce the team members.
Day 3:
Email: Share a personal story that shows why the project is important.

Day 4:
Social media post: Highlight a testimonial or endorsement.
Day 5:
Social media post: Post updates and engage with any mentions or shares.
Day 6:
Update on GiveCampus: Share how much has been raised so far.
Day 7:
Email: Weekly roundup and thank-you to donors.

Week 2: Deepening Engagement
Day 8:
Social media post: Share a behind-the-scenes look at the project.
Day 9:
Advocate Outreach: Remind advocates to share the campaign.
Day 10:
Email: Announce a matching gift or challenge if available.
Day 11:
Social media: Share photos of the project or beneficiaries.
Day 12:
Social media: Post updates and reshare supporter posts.
Day 13:
GiveCampus Update: Share any milestones reached (e.g., 25% funded).
Day 14:
Email: Weekly roundup and project update.

Week 3: Creating Urgency
Day 15:
Social media post: Mid-campaign "state of the union".
Day 16:
Advocate outreach: Request specific actions (e.g., sharing a post).
Day 17:
Email: Share a time-sensitive update to create urgency.
Day 18:
Social media: Highlight the most frequently asked questions.
Day 19:
Social media: Post updates and special thanks to big donors.
Day 20:
GiveCampus Update: Feature any media coverage or endorsements.
Day 21:
Email: Weekly roundup and a call to action for the final push.

Week 4: The Final Push
Day 22:
Social media: Countdown begins (e.g., "Only 8 days left!").
Day 23:

Advocate Outreach: Last call for help in sharing and promoting.
Day 24:
Email: Announce any last-minute matching gift or challenges.
Day 25:
Social media: Showcase what the funds will specifically be used for.
Day 26:
Social media: Post daily countdown and thank-you messages.
Day 27:
GiveCampus Update: Update on remaining days and amount to reach the goal.
Day 28:
Email: Final weekly roundup and last call to action.
Day 29:
Social Media: Last 24-hour countdown.
Day 30:
Final push: Email and social media blitz counting down the final hours.

Feel free to adapt this sample calendar to better fit your specific project needs and resources. It serves as a basic framework to help you plan a robust and organized marketing campaign.