



CSU-Pueblo *Give Day* Crowdfunding

Following is the project application for the official crowdfunding platform for Colorado State University-Pueblo. Within this platform, you can be assured all gifts are deposited in a timely manner, the accurate gift information is captured, and timely stewardship to donors is provided for each gift.

***Required**

***Provide your contact Info**

Display Name (Name of Campaign):

Department/Organization Name:

Contact First Name:

Contact Last Name:

Contact Email Address:

Contact Phone:

***Short Description:** This short description accompanies your campaign across the internet and is your chance to quickly and clearly explain why you're raising money. (140 characters max):

***Full Description:** This full description explains in detail what your campaign is fundraising for and includes more detailed information that was not mentioned in the short description. Additionally, you can include additional pictures and video clips to tell your donors who you are, what you are doing, and how they can help. **Please email any pictures, or videos to Annual Giving Manager, Sammi Mutz at sammi.mutz@csupueblo.edu**

***Goals & Timeline**

Fundraising Dollar Goal: \$

Amount of Days to reach goal:

Foundation Account Number to receive Funds:

***Banner Image**

Please provide a banner image that meets the below criteria

- Campaign Banner- 960(w) X 400(h)
- Accepted File Types- JPG, PNG, GIF
- Max. File Size- 5MB
- **Please email your banner to Annual Giving Manager, Sammi Mutz at sammi.mutz@csupueblo.edu**

***Video**

Campaigns with videos are 85% more likely to succeed than those without, so make every effort to include a video, even if it's a simple one shot from a smartphone. The video should consist of Why, What, and How of your campaign.

- Why: Why are you doing your project, and why will others who see your video care about your project?
- What: What are you actually doing as a project?
- How: How can The Community participate and promote your campaign?
- **Please email any videos to Annual Giving Manager, Sammi Mutz at sammi.mutz@csupueblo.edu**

***Links**

Provide your campaign links. Allow your donors to find and connect with you or your organization through social media! **Please provide at least one URL to meet requirements**

Website: _____

Blog: _____

Twitter Username: _____

Facebook Link: _____

Instagram Handle: _____

LinkedIn Profile: _____

Youtube Channel: _____

***Marketing Plan**

The strategy should consist of a plan on how campaign ambassadors will engage donors and invite donations to their campaign. Lack of a marketing plan will result in immediate denial of the campaign.

Please go into detail on the below bullet points when describing the marketing strategy:

- Develop a marketable crowdfunding plan complete with an attainable fundraising goal.
- Define your target audience (Who will you be targeting to donate to your campaign?)
- Social Media/Website(s) Strategy Campaign (What is your plan/strategy to reach the most amount of people virtually through your social media and website outlets? Please go into detail)
- Communication Strategy (How do you plan to communicate to potential donors? (i.e.: email, personal contacts)
- If you have ever participated in a crowdfunding campaign in the past, what previous marketing mistakes were made that can be corrected to ensure the success of this campaign?
- How do you plan to keep donors updated throughout campaign? (i.e.: updates tab in campaign, email blasts)

***Thank You Email**

Please provide a thank you email for donors. This thank you email will be sent immediately to donors upon contributing to your campaign.

To submit your application for crowdfunding at CSU-Pueblo, please submit this form to sammi.mutz@csupueblofoundation.edu If you have any questions, send an email to sammi.mutz@csupueblo.edu or 719-549-2469.