CSU-Pueblo 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.

* Please consider these questions for success while completing the form.
	+ Does your initiative have a clear, compelling story that project ambassadors can share via their personal networks (Facebook, Twitter, LinkdIn, etc.)
	+ Can you ensure that project ambassadors regularly reach their networks for the duration of the campaign?
	+ Definition of an ambassador: A **crowdfunding Ambassador** is a person who represents a crowdfunding initiative in a positive light and by doing so helps to increase donations and awareness to the campaign. The key element of crowdfunding ambassadors is their ability to use social media, email, and viral strategies that will strengthen the awareness of their campaign and influence a large audience to donate and make the initiative successful through viral sharing and communication.
	+ Recommended size of ambassador team: 5-10 active members (Will vary by initiative goal and size of personal networks.)
	+ Recommended fundraising goal range: $1,000-$5,000
	+ Recommended initiative time frame: 4-6 week prep, 30-45 days live
		- Approval needed for campaigns exceeding 45 days
	+ Recommended ambassador updates during the life of project : 4-8
	+ Recommended ambassador updates during the life of project : 4-8



\*Required

**Provide your contact Info**

\*Display Name (Name of Campaign):

\*Department/Organization Name:

\*Contact First Name:

\*Contact Last Name:

\*Contact Email Address:

\*Contact Phone:

Street Address:

City:

State:

Zip:

\*Check the box that applies for your initiative:

* Student
* Faculty
* Staff
* Alumni
* Community Member

\***Short Description**: Campaign Summary (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 D\description. Additionally, you can include additional pictures and video clips to tell your friends, family and community 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)



**\*Tags**

Provide a few tag words for your campaign. Tag words help your campaign be found in search results (example: restaurant, food, equipment). You can add tags to identify aspects of your organization, campaign or team.

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\*Links**

Provide your campaign links. When you enter details for your social media sites such as Facebook, your customers will be able 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LinkdIn Profile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Youtube Channel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Better Business Bureau: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LEED certification: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**\*Marketing Plan**

A marketing plan is required for your campaign to be accepted and passed along to the committee for consideration. This marketing plan should consist of the strategy that campaign ambassador(s) plan to put into place leading up to the Give Day, day of Give Day, and after the Give Day to best make their campaign successful. 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?)
	+ Remember: Crowdfunding is done virtually so understanding and targeting your virtual audience is KEY!
* Communication Strategy (How do you plan to communicate to potential donors? i.e.: email, personal contact, social media)
* 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?

To submit your application for crowdfunding at CSU-Pueblo, please submit this form to:

CSU-Pueblo Foundation Office

ADM 329

2200 Bonforte Blvd.

Pueblo, CO 81001

If you have any questions, send an email to CSU-Pueblo Foundation Annual Giving Manager, sammi.mutz@csupueblo.edu or 719-549-2469.