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 and key recommendations 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 are regularly reaching out to their networks for the duration of the campaign?
    - 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-$10,000
    - Recommended initiative time frame: 4-6 week prep, 30-45 days live

    - Recommended ambassador updates during the life of project : 4-8
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Provide your contact Info

Display Name (Name of Campaign):

Department/Organization Name:

First Name:

Last Name:

Email Address:

Phone:

Street Address:

City:

State:

Zip:

Check the box that applies for your initiative:

- ☐ Student
- ☐ Faculty
- ☐ Staff
- ☐ Alumni
- ☐ Community Member

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 (You can use words, 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 meet 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. A video is not required, but is highly recommended. If able to provide a video 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.(These will help your campaign be found in search results. Example: restaurant, food, equipment. Tags help you get found in search results. 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: _____

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.