

BEST PRACTICES FOR YOUR CROWDFUNDING CAMPAIGNS

with Danielle Melman and Samantha Rogers



BUILD A SOLID TEAM

Who is going to be your ideal team to work with? This can include everyone from coaches, student-athletes, alumni, university development, and community members. Be clear and set expectations - they have to be willing to put in the work.

PAY ATTENTION TO DETAILS

Your strategy will need to include items such as: project overview, campaign goal(s), messaging, and constituents, giving levels, communication & social media plan, potential challenges, and a donor relations plan. Make sure varsity & development admin sign off on project!



PRO TIP: Build donation options as a shopping list to engage donors



SECURE LEAD GIFTS + BUY IN

Use the silent phase to identify lead donors, secure gifts & get buy-in, aiming to secure about 25% of campaign goal before launch. Members of campaign team should make first gifts, including coach - you can't ask people to support a campaign if you don't yourself!

THINK BIG PICTURE

Your communications & marketing strategy is the root of your success. Develop a strong, clear and compelling case for support using pictures and videos to add a human element. Peer to peer asks are more successful so ensure that you divide and conquer amongst your team, with each person committing to share with at least 20 people.



DON'T LOSE THE MOMENTUM

Campaigns tend to generate excitement at first and then plateau. Keep your campaign fresh and engaging by adding video & picture updates as well as including challenges to hit the next milestone.

PRO TIP: Aim for 1 update/week + 3-4 social media posts/week

SAY THANK YOU

Projects/programs are typically time sensitive so make sure you report back to your donors immediately by thanking them and demonstrating the impact of their contributions. Even if the campaign supports a project that takes place later in the year, don't forget to show them how they helped!



HAVE A RETENTION STRATEGY

Campaigns are a great way to identify new, lapsed, recurring and potentially major donors so make sure you have a proper retention strategy. Each donor segment will require tweaks on the retention strategy so don't miss this opportunity to build out your donor base!

<questions?>

- Danielle Melman | UC San Diego Athletics | La Jolla, CA | damelman@ucsd.edu
- Samantha Rogers | McGill University | Montreal, QC | samantha.rogers@mcgill.ca