

# Building Your Case for Support

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# What is crowdfunding?

- **Crowdfunding page acts as a central "HUB" for all online giving and donor activity for your team/group/org**
  - *Team Members = Fundraisers*
  - *Team Page = Crowdfunding Campaign Page*
- **Who makes a good donor?**
  - **ANYONE in the KU Community**
    - **Alumni**
    - **Faculty/Staff**
    - **Family/Friends**
    - **Connections from the past - teachers, coaches, mentors**
    - **Folks interested in OR related to your Affinity**
- **Your team will accrue 100% of the funds raised!**



# How to Engage Donors

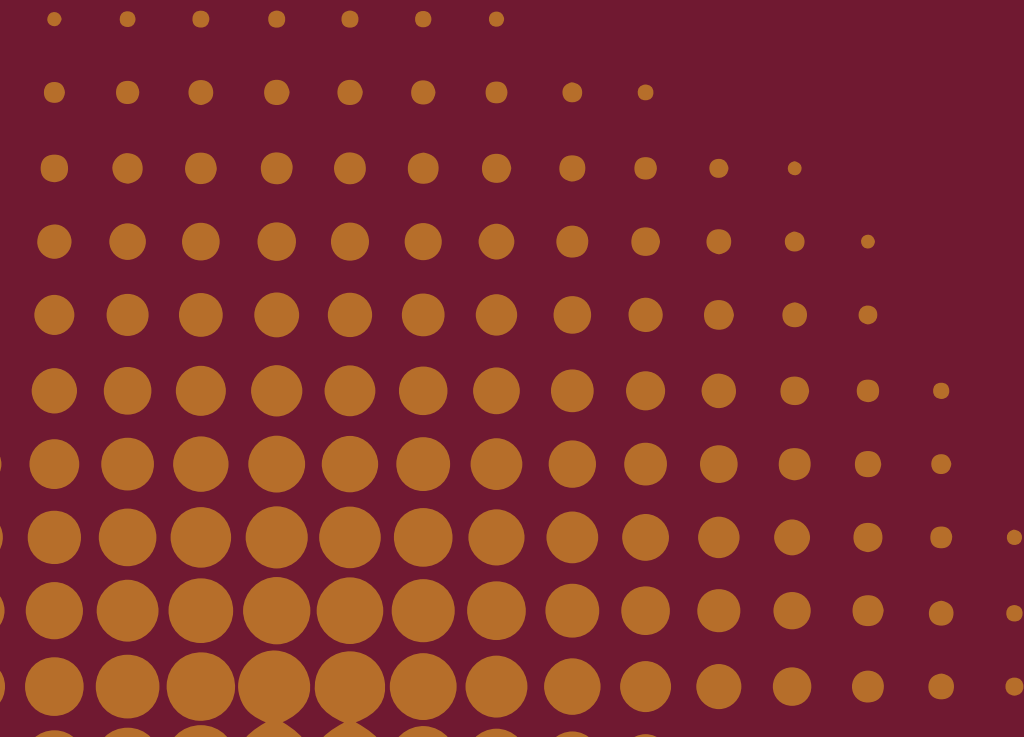
- **This is a TWO-DAY commitment to communicating with folks about your effort**
  - **Make a goal for your team and for each person involved**
- **The more people involved, the greater your impact**
  - **Team members should share personal pleas**
  - **Share posts, emails, texts about your giving site throughout the day**
  - **Encourage donors and alumni to share more about your team**
  - **The more posts, the more clicks, the more dollars!**

# Required Materials

- **Team Page Photo**
  - *Logo or recognizable image to your group/org*
  - *320px x 320px*
  - *JPG/PNG/GIF files acceptable*
- **Team Page Banner/Cover Image**
  - *Action Shot/Highlight*
  - *1400px x 460px*
  - *JPG/PNG/GIF files acceptable*
- **Team Campaign Video**
  - ***\*SUBMISSION OPTIONAL\****
  - *30-45 seconds*
  - *Get creative*
  - *Successful videos are authentic to your affinity*
  - *Call to Action*
    - *"Give Now at [www.example.org](http://www.example.org)!"*

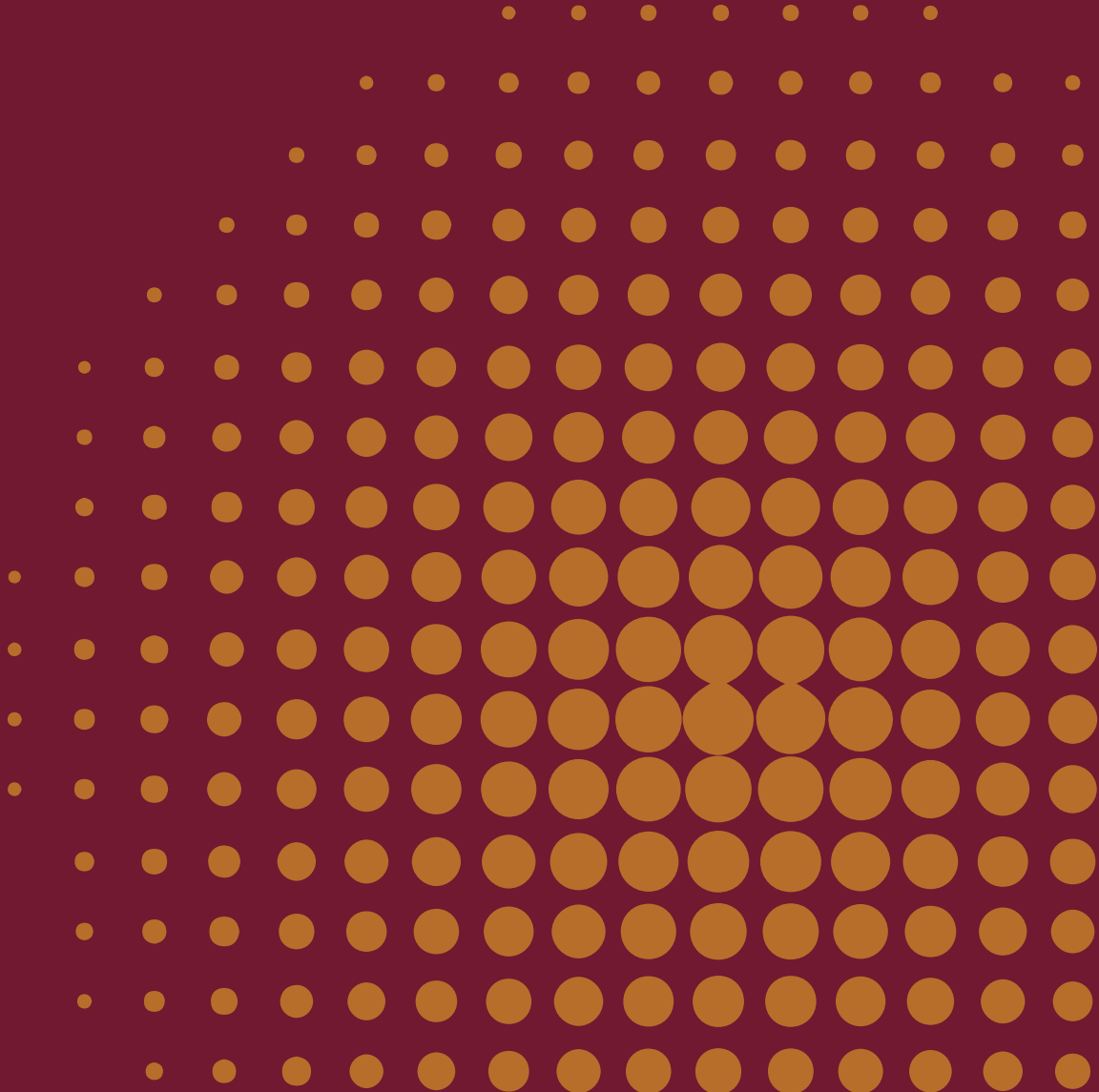
# Giving Page Examples

- [1866 Campaign Landing Page](#)
- [1866 Campaign Sample Team Page](#)



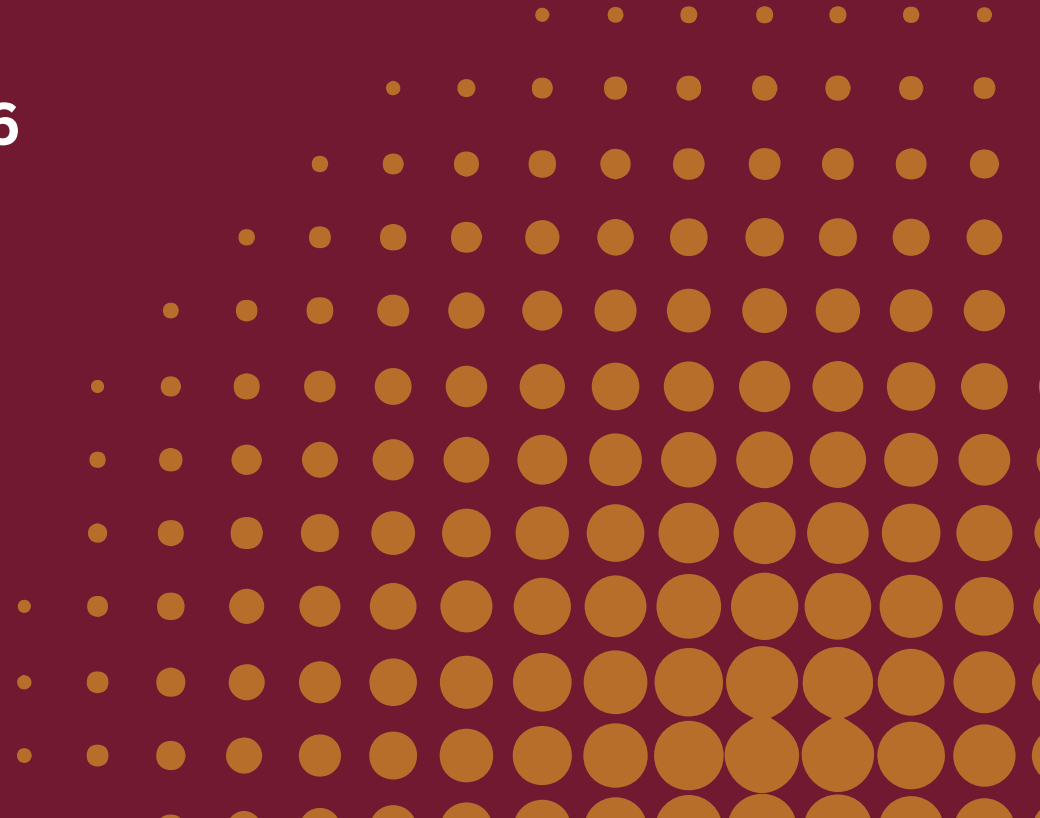
# Campaign Video Examples

- [1866 Campaign](#)
- [KU Athletics](#)
- [CTM Program](#)
- [KU Radio](#)



# DEADLINES

- **Due Dates for Case for Support, logos, photos, and videos (ALL materials)**
  - **Early - September 29**
  - **FINAL CALL - October 6**



# What's Next?

- **Review and follow the Toolkit**
  - [www.kuf.org/1866](http://www.kuf.org/1866)
- **Future Workshops**
  - **September 26** - Rock and Talk on Wiesenberger Porch
  - **October 3 - ZOOM:** How to Register Fundraisers to Your Team
  - **October 16 - LIVE Workshop MSU 312 -** Fundraising Communication and HYPE!
- **1866 LAUNCH**
  - **OPEN** October 25 at 7:00 AM
  - **CLOSE** October 26 at 2:06 PM