



**HOW TO:**

**COMPLETE MY TEAM PAGE**

**&**

**ENGAGE DONORS**

# HOW DO I SETUP MY TEAM PAGE & SIGN-UP AS A TEAM MEMBER?

- **Team page acts as a central "HUB" for all online giving and donor activity for your team/group/org during the challenge**
  - Team Members = Fundraisers
  - Team Page = Crowdfunding Campaign Page
- **Team pages will be assembled by KU Foundation Staff**
  - Team leader/contact must submit content/materials for Team page
    - Team Page Logo/Photo *\*required*
    - Team Page Cover Image *\*required*
    - Team Campaign Video *\*optional*
- **NO GIFTS** can be made while registering as a fundraiser. **The KU Foundation prides itself on being true to the giving hours established. We only want to receive 1866 gifts on Oct 25/26!**

# WHEN CAN I PREVIEW MY TEAM PAGE?

- **Classy (Giving Platform) does not allow team pages to be visible unless the main campaign page is live**
  - A screenshot of your team page will be provided to you a week prior to the Challenge.
- **Submission deadline is Friday, October 6th.** Submission deadlines are to ensure KU Foundation Staff has the ability to review and approve content before the main campaign launch thoroughly
- **In the spirit of good sportsmanship, and in an effort to be fair, Team Leaders/ Contacts will be given a unique link to access their Team Page on the morning of the main 1866 Minute Giving Challenge campaign launch**
  - Unique Links will be received at 6:00 AM EST, Oct. 25th, 2023
  - Team Leaders/Contacts are free to disperse their unique link to Team Members
  - We ask that social media and email solicitations containing the unique link be sent no earlier than 7:00 AM EST, Oct. 25th, 2023
  - Incentives and Challenges will also be included in your Team Leader email!

# WHO ARE MY 1866 DONORS?

- **Donors can be anyone who cares about your success and passion at KU!! When you share what is incredible about the work you do at KU and why it's important to gain support, folks will want to listen!**
  - Colleagues
  - Former employers
  - Former coaches
  - Former teachers
  - Mentors and folks who have influenced your life
  - Friends and family
- **Our greater KU Community cares about 1866 and your efforts!**
  - We communicate with our alumni via email, social media and phone calls to tell them about all of the 1866 Teams and your remarkable programs and initiatives

# MAXIMIZE YOUR IMPACT

- **Power Hour EX.**

- Every donation/ gift made during the designated Power Hour will be matched dollar-for-dollar up to \$x,xxx

- **Project Participation EX.**

- [xx] teams who have [xx] team members registered on Classy during the main campaign will earn a chance to be randomly selected for match dollars

- **Create your own incentive opportunities**

- Incentivize mini-goals for your team and donors during the 1866 Minute Giving Challenge
  - ex. Field Hockey surpassed their goal of 50 donors, so they released a bloopers reel from the creation of their team video

# WHAT'S NEXT?

- **Content Submission Deadline**

- **Deadline: Friday, October 6**

- *If your submission is going to be late, please notify one of the KU Foundation Staff contacts listed on the 1866 Minute Giving Challenge landing page so we can assist you accordingly*

- **Review and follow the Toolkit**

- [www.kuf.org/1866](http://www.kuf.org/1866)

- **Future Workshops**

- **October 16 - LIVE Workshop in MSU 312 - Fundraising Communication and HYPE!**

- **1866 LAUNCH**

- **OPEN** October 25 at 7:00 AM
  - **CLOSE** October 26 at 2:06 PM