

Project Selection Guide

Questionnaire for Proposed Crowdfunding Projects

Crowdfunding projects do not succeed randomly. Those that meet and exceed their goals feature a number of common characteristics, including a built-in affinity group, a motivated project leader, and a clear plan for achieving full funding. This project selection diagnostic will help advancement staff select projects that are poised to do well with donors.

1. Will the funds raised stay within the institution?

Yes ____ No ____

1. Does the project satisfy an institutional need or strategic priority?

Yes ____ No ____

2. Are project team members willing to actively participate and publicize the project among their networks?

Yes ____ No ____

3. Does the project have a compelling story, topic, or cause?

Yes ____ No ____

4. Does the project have a built-in affinity group or population segment that might be willing to support it?

Yes ____ No ____

5. Does the project help satisfy the crowdfunding initiative's need for diversity in project topics, funding levels, and schools/units represented?

Yes ____ No ____

6. Is the project leader an influential teacher, well-known student, thought leader in his or her field, or some other highly networked individual?

Yes ____ No ____

7. Have project participants identified desired funding levels and outcomes associated with those funding levels?

Yes ____ No ____

Number of "Yes" responses ____

Number of "No" responses ____