

Student-Facing Fundraising Tip Sheet

Many student crowdfunding volunteers have no prior experience with fundraising. Training materials soften the learning curve and amplify students' effectiveness at raising money from their friends, family, and fellow students. The following information can be circulated to students to introduce them to high-impact approaches to fundraising.

Tell Your Story

Student and young alumni donors respond to your passion along with the ability to relate to your experience on campus. When compiling your web profile, try to answer the following questions:

- What is unique about your project?

- How is it innovative?

- What impact will it have on the institution, the greater community, or the world?

- How is it going to help members of your group in the future?

Marketing

Engage prospective donors through video and photos. The sky is the limit! Provide honest and convincing testimony about your organization, why your cause is important and how prospective donors can help. The goal is to provide donors with a personal connection to you, so let your group's personality and passions come through in your messaging. A fun message that gets people excited is more likely to become viral, resulting in more visits and more donations. Consent forms are to be signed by any identifiable individuals providing audio, video, or other testimonial in your cause's materials. Please ask rather than assume anything.

Student-Facing Fundraising Tip Sheet (cont.)

Networking

It's up to you to build momentum for your cause. We'll do our part to spread the word to the broader young alumni community, but to be successful you must use your own networks to drive prospective donors to your project site. You can reach out to past members of your organization, pass out flyers on campus, and use creative advertising and social networking tools. Be sure to have a plan in place to spread the word.

Stewardship

How you thank donors and share information about your cause is very important. Sharing information and appreciating your donors may result in an even more successful fundraiser. Say thank you often. Timely sharing allows donors to see the direct impact of their gifts, making them more likely to give again.

- Do you have upcoming events that you can invite donors to?

- Do you have a new video that you can post or share with donors?

- Did some of your members participate in a notable event or competition?

At the end of the competition, your team will provide advancement staff with a thank you note that will be sent on your behalf to donors via email.