

# Geneseo College Advancement Crowdfunding Procedures/Best Practices

Crowdfunding involves an individual or team raising money for a specific cause with an eye catching online fundraising campaign. Crowdfunders also rely on their inspiring cause to gain viral virtual support from people they know as well as strangers. Crowdfunding can be an excellent DIY avenue to support specific university fundraising initiatives for academic departments, sports teams, specific funds/projects and more.

## **Engage your audience with visual storytelling**

- Uploading emotional images and videos
- Sharing your crowdfunding campaign goal and details across multiple social channels
- Showing donor gratitude with thank-you emails and social media shout-outs
- Sharing updates on your crowdfunding campaign's progress via social media
- Best for short term three to five month initiatives that are under \$10,000

## **What College Advancement Provides:**

- Design of the crowdfunding page -- including a dedicated website and text to give capability
- Gift processing and gift acknowledgements
- Full accounting of donations

## **What you need to provide:**

- Determine how the funds will be used
- A compelling case for giving
- Images and/or videos that support your case
- A realistic attainable goal (up to \$10,000)
- A plan for who the audience may be and how to reach them
- Timeline for promotion and conclusion

## **How it Works**

A crowdfunding page will be created for your cause. You can share the link via email, social media, etc.

## **Text to Give: what it is and how it works**

Text-to-give provides an accessible and efficient fundraising solution for universities to collect donations from college community members on-the-go. As opposed to making a donation in-person or tracking down your university's fundraising webpage, text-to-give allows donors to give in the moment from the comfort and ease of their own phone in four steps or less:

1. Text the fundraising keyword to the text-to-give phone number
2. Receive a link to an online donation form that can be filled out in minutes
3. Complete the online donation form and submit it electronically
4. Receive a donation receipt and thank-you note via text message

What's more, MobileCause text-to-give statistics show that text messages have a 98 percent open rate as opposed to ignored phone calls or in-person solicitation strategies.

If you are interested in creating a crowdfunding page, please contact Patty Hamilton-Rodgers at [Hamilton@geneso.edu](mailto:Hamilton@geneso.edu)