

Crowdfunding at Gettysburg College

Responsibilities & Best Practices

Congratulations on your upcoming crowdfunding project! These initiatives are most successful when they are seen as collaborative effort. We are excited to work with you because you are clearly passionate about this project! It is our desire to support you and see your team succeed. This document is designed to help you understand the expectations that are shared between our department and yours in order to make your crowdfunding project a reality. There is no way to guarantee your goal will be funded 100%, but there are steps we can take that will certainly point you in the right direction.

Best Practices:

- Your project is your passion! It will be heard best by your audience from you!
- Create a video that explains the following: *Why* you are passionate about this; *What* the impact potential is; and *How* the funds will be used. But short is sweet! The video should not be much longer than 1 minute.
- Provide pictures of the team or even the potential project impact.
- Provide giving levels and descriptions to help the funder understand the costs involved.
- Share, share, share! Your network will hear your passion the best, encourage them to share too! We are here to help you create that platform.
- The fortune is in the follow-up! As donations are made, you will be provided with the name and contact information. It is critical to send a quick note of thanks soon after receiving this information. This may encourage the donor to share your project or maybe give more as you get closer to your goal.
- Show off your end results! Donors love to see the impact of their giving! This could be 3, 6 or even 12 months after the crowdfunding is completed.
- Know your timeline. Creating a sense of urgency often encourages donor response. The timeline for the crowdfunding to be live should be 30-45 days.

Team Commitments

(14 days before launch)

Task	Person Responsible	Completed
Record video and provide images to FGFG		
Provide website description and bios (if applicable)		
Provide giving levels and descriptions		

(During Project)

Task	Person Responsible	Completed
Email personal contacts		
Share social media postings on personal platforms		
Share social media postings on team platforms		
Ongoing follow up with donors		

FGFG Commitments

Task	Timing
Set up website	Prior to launch
Schedule social media postings with C&M	During project
Provide suggested email verbiage for personal contacts	Prior to launch
Send email(s) to alumni/College donor contacts based on interest criteria	During project
Update website throughout initiative with total donations	During project
Provide names/contact information regularly of donors.	During project

Throughout the duration of the project and after, if you have questions, please contact Katie Weigle in Development at x6481 or kweigle@gettysburg.edu.