

Achieve

Start Something BIG

**Start something big at the
University of La Verne.**

Welcome to ACHIEVE, a crowdfunding
platform to ignite student action.



Program Guidelines

Rev 01.2020

**University of
La Verne**

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Guidelines

WHAT IS ACHIEVE?

Achieve is the University of La Verne's crowdfunding platform. Crowdfunding is the practice of virtually funding a project by raising many gifts from a large number of people. Projects are typically marketed through personal email and social media networks and created by La Verne faculty, students and staff members for the benefit of the University of La Verne. Achieve is the only authorized crowdfunding platform for gifts to the University of La Verne. All gifts through Achieve are designated to gift funds held by the University of La Verne.

Please be advised that once you have completed the application process, you and your team will be required to attend an interview meeting with representatives from the Annual Giving Office. If selected, you and your team will then attend weekly meetings leading up to your project launch.

REQUIREMENTS FOR ELIGIBILITY TO USE ACHIEVE.

All projects posted on Achieve must meet the following eligibility requirements:

- Fundraising on behalf of a recognized University of La Verne program or student organization.
- Fundraising for an existing University of La Verne gift fund.
- Cleared by the Annual Giving office.
- Raise 30% in the quiet phase before launching.

PROJECT CONTENT

All project content must represent the University of La Verne in the best light possible. Please be sure that both your video(s) and your copy, talk about how this project will benefit the University and/or the general University community. You should also be considerate of people, businesses, or organizations that you mention in your description and/or video(s). Make sure any other affiliates know you are mentioning them. If you have previously received grants or donations from a foundation, please get their permission first before mentioning their name and gift in your description and/or video. Many foundations have special publicity clauses which require their review and approval of such material. Per policy, no gift can be designated for a specific student, so please be sure that your description and video follow this policy.

Videos—All videos must be posted to YouTube (this is our required platform due to music right issues, as well as closed captioning capabilities). Videos should also do their best to adhere to the University of La Verne graphic standards.

<https://laverne.edu/identity/>

Project Description Copy—All projects will be reviewed for spelling, grammar and use of the University of La Verne style. Adherence to style will ensure a speedier review process. Campaigns with a word count of about 300 words typically raise the most money (GoGetFunding.com).

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Achieve, a crowdfunding platform at the University of La Verne

Guidelines

PROJECT GOALS

Crowdfunding projects should set goals that may be a stretch, but are ultimately attainable with a solid marketing plan. Asking for too much or too little can affect your project's chance for success.

Each team member should compile a list of at least 25-50 close contacts with a potential giving capacity of \$50 or more to e-mail about the project. Please note University faculty and staff are not to be solicited unless a personal relationship exists with a faculty or staff member. Gathering pre-commitments from these contacts will give your project momentum in the soft launch and early days of your campaign. We have found that each personal e-mail sent equates to roughly \$5 in donations to your project, so this is a good place to start when setting your goals based on the amount of outreach your team will be able to execute.

All goals will be established in collaboration with the Annual Giving Office. The Annual Giving Office may adjust goals that do not seem attainable or do not have a solid marketing plan. Any changes made by the Annual Giving Office will be communicated to the Project Manager before the project's launch. Achieve will release all funds raised to all other projects regardless of whether the goal is met or not.

PERKS & FUNDING LEVELS

Perks are intangible ways to incentivize giving such as a Twitter Shout Out or downloadable photo of the project team, etc. Funding levels are established incremental goals (e.g. \$500 allows the project team to present our research at one local high school; at \$1000, we can re-paint a local senior center).

- Perks and Funding Levels Minimum: Five (5) Perks or Levels
- Perks and Funding Levels Maximum: Seven (7) Perks or Levels

Perks and goals need to be fulfilled within a 90 day time frame after the completion of the project posting on the platform.

PROJECT TIMEFRAMES

The ideal project will be 20-40 days in duration. This gives people time to get the word out about your campaign, but still instills a sense of urgency, which is an important part of this fundraising tool.

Crowdfunding campaigns should be time intensive as you and your team post updates and communicate with project supporters and potential project supporters.

UNIVERSITY OF LA VERNE DISCLAIMER:

In an effort to ensure that all donors' intentions are met and to limit confusion for our donors, all project participants agree that all gifts made in support of your Achieve crowdfunding project, will be deposited into the fund that money is being raised for; and used as stated in the project description.

PROJECT REVIEW

All projects will be reviewed by University Advancement for the following:

- **Video and Copy:** Will be reviewed for compliance with University of La Verne graphic standards and adherence to the La Verne style, as well as spelling and grammar.
- **Project Description:** Will be reviewed to ensure that the project described fits with the uses and purposes of the fund the project will benefit.

MARKETING PLAN

A successful Crowdfunding project has a marketing plan! Before your project launches, identify stakeholders who will give and promote your project. Projects are more likely to succeed once **40 percent of your goal** is in the door, so try hard to identify people who will give before you launch, and get their gifts in within the first week.

Campaigns with a day-to-day marketing plan raise 180 percent more than those without (GoGetFunding.com). This includes asks, project updates, thank you messages, etc. Your marketing plan should include personal contacts, phone calls, e-mail, and social media.

In an effort to reduce the number of e-mails received by University of La Verne constituents, University Advancement will not allow use of our e-mail tool, to promote individual projects. **Please use your personal e-mail account to contact people you know, as this is the most effective way to utilize e-mail in the Crowdfunding arena.** Do not solicit faculty and staff unless you have a personal relationship with them. La Verne will mail its alumni and friends with general e-mails promoting the Achieve platform, ensuring the potential for other La Verne affiliates to become aware of your project.

The Quiet Phase (4-6 weeks prior to project launch)

The Project Manager, carries the ultimate responsibility of the campaign's success. It is the Project Manager's job to form a team to execute the project goals. Project Managers work with the Project Coordinators and Promoters to try and ensure that success. As the main project leader and figurehead, the Project Manager has five major responsibilities:

1. Form a team of Project Coordinators. Once a team is established, assign each person his or her responsibility.
2. Keep the team organized. Once each team member has his or her assignments, it is the Project Manager's job to actively keep team members on task through the quiet and active phases. This is best done with weekly meetings; one meeting per week in the quiet phase, and one to two meetings per week throughout the active project campaign. The Project Manager should also be spending about an hour per day during the quiet and active phases of your campaign; working on the project, either through updates, monitoring donations, or completing outreach tasks.
3. Set a project goal. The Project Manager will need to work with the project team and platform administrator (Annual Giving Office) to set an appropriate goal for the project based on outreach capability and project subject matter.
4. Facilitate outreach to potential donors. We recommend that the Project Manager personally contact at least 50 people with a giving capacity of \$50 or more via **e-mail** prior to your project launch to attain pre-committed donations that will fuel the project's momentum in a soft launch. When receiving donations make sure to capture the donor's email address and address to send them an official tax-receipt letter and add them to the donor wall on the project page.
5. Be the face of the project. A crowdfunding project is a more personal way to solicit donors as opposed to an institutional ask, therefore it is recommend that the Project Manager is a central part of the project's messaging. The Project Manager will want to appear in updates and main project videos, help with perks (offer experiential perks for highest level donors, printed copies of research, etc.), and have an active role in thanking donors, as well as other critical project marketing pieces.

Achieve, a crowdfunding platform at the University of La Verne

Guidelines

It is the Project Manager's responsibility to form the project team. To create a successful project team, two core groups of volunteers will be needed. It is imperative that each of these groups will be willing to commit to work every day throughout the quiet and active phases, as no crowdfunding project is successful without the proper utilization of a team effort.

- **Project Coordinators**
 - 1-2 people
 - Effort Level: Fully Engaged
 - Project Coordinators are usually beneficiaries of money being raised or directly connected to the organization. These coordinators need to be able to dedicate 45 minutes every day in quiet and active phases, as well as attend meetings once per week.
- **Promoters**
 - 8-10 people minimum
 - Effort Level: Minor – Moderate
 - Promoters are close to the project but not direct beneficiaries. They often have channels into school media and large social networks. They should have the ability to dedicate 30 minutes per day during the quiet and active phases.

It is the Project Manager's job to ensure that all pieces of the project are being created and implemented in a timely manner to ensure the quickest possible launch for the project. To best accomplish this, we suggest that different tasks be delegated to each member of the team.

Creating Video Content

- Main project page video: 2–2.5 minute video explaining your project and not overproduced.
- Update videos: 2-3 thirty second videos, can be educational facts pertaining to your research or testimonials by people impacted by the project that will intrigue the viewer and compel them to share.

Creating Copy for Project

- Project Title
- Short and Long Description
- Perks and Levels
- Project Manager Bio(s)
- Updates
- Social Media Links
- Thank You Letter text
 - We recommend a minimum of one update per week and no more than two updates per week. Updates should only enhance the donor experience and all content should be intriguing and compel the donor to share your project. Always make sure to ask the donor to share the project in each update.

Stretch Goals

- Should your project raise the amount of money to reach your initial goal with ample time left in your campaign, it is recommended that you implement a stretch goal that is crafted in your quiet phase. In your stretch goal messaging, you need to name a new fundraising goal, as well as be able to describe the additional impact that money will have.

Achieve, a crowdfunding platform at the University of La Verne

Guidelines

Active Phase (30-45 Days)

Crowdfunding is an active form of fundraising that requires much attention throughout the campaign. There are responsibilities that must be completed during this phases to position your campaign for success, as shown below. Following these responsibilities will give you and your project the best chance to reach all goals.

- **24-48 Hours Before**
 - Hold a pre-launch and send your project link to the pre-committed donors you gathered during the quiet phase, giving your project momentum right out of the gate.

- **First 24 Hours**
 - Send an **e-blast** on the morning of day 1 to your large group of personal contacts gathered. Follow up with phone calls for those whose numbers you have.
 - On the evening of day 1 or morning of day 2, have your Project Coordinators publish posts about your campaign to their large social media networks or their local media outlets (school newspaper, blog, etc.).

- **After 72 Hours**
 - If in the first 72 hours you do not reach 20-40 percent of your goal, make sure you utilize your pre-planned offline events for donations and plan one on one, personal asks from friends and family. Also try tapping in to other communication channels (blogs/NGOs/Reddit AMA), releasing new/harder to get perks, and begin acquiring more contact information from the Project Coordinators and Promoters. If you are above your goal, you should implement stretch goal messaging created in the quiet phase.
 - Post an update for your initial donors, thanking them and tasking them to share your project. This update should emphasize the mission of your project and the impact any and all donations will have.
 - Review your list of contacts and send a follow-up email to those that have not donated.

- **Every Day Responsibilities**
 - Check donor information through the “Donations” tab. Here you will find a list of the people who have already donated. If you see a donor on your large group of contacts, make sure to take the name off any list of potential donors, to cease contact during donor updates. The member of your group who initially contacted that donor should send a personal thank you e-mail.
 - Check goal levels against your pre-scheduled update timeline. Post updates when pre-decided milestones are reached, but be careful to not fatigue your donors with too many updates.
 - Mail out thank you notes to each donor. Annual Giving will provide thank you cards.

- **Throughout Campaign**
 - Remember to send updates at least once per week and a maximum twice per week, but only if it adds to experience. Updates should be authentic and simple; a quick “here’s what we’re up to” or fun facts related to your research or project will suffice. Always task readers to share with others who may be interested in your project.
 - Have Promoters and affinity groups post on social media about your project.
 - Hold meetings with the Project Coordinators and Promoters.

Achieve, a crowdfunding platform at the University of La Verne

Guidelines

Post Campaign

- **After 1 Week**
 - Make sure you are up to date on your cross references of donations on your e--mail list
 - Review your list of contacts and send a follow-up email to those that have not donated.
- **End of Campaign**
 - Make sure to send a final, thank you update to all donors as your last update in the active phase, highlighting the impact the money you raised will have and tangible items it will buy that benefit your project's mission.

Congratulations, you made it through the first two phases! Donors of today like seeing the impact their gift has and so making updates is a crucial part of donor stewardship. You can use the updates tool in your post-campaign phase to take your donors along your journey as the money they gave is used to benefit your specific mission. While this last piece is less of a time commitment than the first two phases, it is the most important piece to your donors and the overall success of your project.

Perk Processing & Fulfillment

If you offered tangible or experiential perks during your campaign, the post-campaign phase is the time to ensure all of those perks are sent to your donors and experiences are created. We recommend that you e-mail all donors who are to receive perks to confirm the correct shipping information as well as appropriate information about the perk (i.e. t-shirt size, organize a time for a visit to a project site or research lab, etc.).

STEWARDSHIP

Crowdfunding offers strong tools for stewarding (thanks and updates) donors. Project Managers will commit to updating their projects a minimum of once a week while the project is live. Additionally, upon completion of the project (whether it meets the goal or not), they will post a thank you to all donors. Ideally, when a project is completed and the funds have been utilized for their intended purpose, Project Managers will post one last update. All project updates will be reviewed before posting.

OTHER THINGS TO KNOW

The minimum gift through Achieve is \$5.

Crowdfunding application Link: <https://laverne.edu/advancement/annual-giving/achieve>

CONCLUSION:

An important thing to remember when selecting projects is that crowdfunding requires a dedicated amount of effort to drive a campaign. Project Managers should be ready and willing to spend an average of one hour per day during the active launch cycle in the promotion of their projects. Educating potential candidates on the effort required is a great way to filter passionate advocates from passive campaigners.

QUESTIONS?

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