Crowdfunding Project Examples

Included below are examples to help you prepare for your giving day project. All examples are from REAL UC San Diego crowdfunding projects. For more examples of project descriptions, updates, videos, and more, please visit crowdsurf.ucsd.edu.

Photos and Video

There should be either a photo or a picture that visualizes what your project is about.
Videos should be less than 2 minutes and should include:

1) a quick overview of your project
2) an explanation of the need for the funds
3) how contributions will be used
4) A clear ask encouraging people to donate and share the page link

Examples: https://crowdsurf.ucsd.edu/project/10293
https://crowdsurf.ucsd.edu/project/10249
https://crowdsurf.ucsd.edu/project/13074

Project Description (ideally 200-400 words)

- **The Project or The Challenge** – What is the goal of your project? Let the readers know why it is important to give
- **Who We Are** – Describe your project and its affiliation with UC San Diego
- **The Impact** – How will your project impact UC San Diego, the community, etc.
- If possible consider providing examples of impact at each giving level (Ex: $25, $50, $100) and include what a donation at this level will contribute to. Breaking it down helps donors feel more empowered.
- **What Your Gifts Will Do** – Tell them where the money is going/what donations pay for
- **Share this Message** – Request the reader shares your project page on social media, with friends and family, etc.
- **Thanks for Your Support!** – A short message of appreciation about what donations mean to you

Examples:

We are a group of Latinx students in UC San Diego’s OASIS Summer Bridge program. This June, we will visit Havana, Cuba, for a week of academic and cultural exchange. **We have the chance to bear witness to a watershed moment in Cuban history and will in turn enable our Cuban counterparts to better understand the conditions of our communities of color in the United States.**

As Latinx college students, we have a sincere interest in learning about Cuba in general and about its education system in particular. Despite a historically tense relationship with the United States and the economic sanctions and hardships that have resulted, Cuba has been able to establish a thriving public education system that is fundamental to Cuban culture. Compared to the education systems in other Latin American countries, Cuba’s is most effective in terms of student retention and overall performance. With its focus on national identity, history and student-centered pedagogy, this system underlines the value that Cubans place on educational achievement and accessibility. **This trip will be a unique experience for us, as students and as individuals, to understand the way the education system works in a society where education is particularly valued.**
Our cultures and diverse experiences will contribute to making this educational trip more personal as we form connections with the Cuban community. Many of us come from low socio-economic communities of color and would not otherwise have the financial resources to study abroad. We hope that you will make a gift in any amount to the OASIS Havana campaign. Your gift will afford us a truly life-changing experience.