Crowdfunding Checklist

Your project will be posted to ugive.ucsd.edu, and it is up to your team to provide the pieces to personalize your project. Below is a checklist of the items we will need to create your project’s crowdfunding page:

☐ Project Goal
  - This is a participation-focused campaign, so we’re asking that you consider donor participation too! Whatever number you come up with, break it down by hour. For instance: 100 donors in 32 hours = approx. 3-4 donors/hour

☐ Desired launch date and duration of project
  - May 16th at 6 am – May 17th at 2 pm

☐ Project page content due date
  - April 16th by EOD

☐ Provide a main image to identify your project
  - Main image for project page – 606px wide and 343px high

☐ Create a video for your project page
  - Must be YouTube or Vimeo Link
  - Keep it short (around 1-1 ½ minute max) & authentic
  - Use institutional identity and approved logos
  - Provide honest & convincing testimony about your program, why the cause is important, and how prospective donors can help
  - Feature people rather than text
  - End video by asking viewers to support project by donating and sharing
  - Show the link to ugive.ucsd.edu at the very end of your video
  - Send the video to Aisling to upload
Submit a project description—provide a short paragraph for each area below:
- The Project or The Challenge (answer what is unique about it/what you are trying to accomplish)
- Who We Are (provide organization or department description)
- The Impact (how will it affect students, UTSA, community etc.)
- What Your Gifts Will Do (answer what the money will provide)
- Share this Message (request to email friends, family, and colleagues, and post link online)
- Thanks for Your Support! (a short message about the meaning of support to you)

Hashtag and URL
- Submit your desired social media hashtag
- Submit your vanity URL ex. “ugive.ucsd.edu/athletics19”

Submit list of team members (minimum 5) and project lead
- Include full name, e-mail address, and phone number

Create challenges for your constituents to keep the momentum high throughout the campaign:
- Can be $$ challenges or participant challenges, or matches
- Ex: “Be one of the first 50 gifts today and unlock a $5,000 gift from a generous donor!”