



Welcome! Thank you for wanting to learn more about how you can support students and programs at Upper Iowa University by raising funds for UIU and your project. We've designed this helpful toolkit to give you the resources to make your fundraiser successful.

Please answer all questions thoughtfully and thoroughly regarding the Crowdfunding Application.

WHEN YOU GET YOUR FUNDRAISER APPROVED! WE ARE EXCITED TO GET YOU STARTED ON YOUR CROWDFUNDING CAMPAIGN! HERE IS A QUICK LIST OF THINGS YOU CAN DO & RESOURCES AVAILABLE TO YOU TO KICKSTART YOUR EFFORTS.

Tools & Resources for Fundraising Success

TELL YOUR STORY People are expressive and respond to stories that touch their hearts or essential aspects of their time at UIU. Personalize your fundraising page, draft compelling emails and social media posts, and confidently tell your story. As any successful fundraiser says, telling your story is the best way to inspire others to donate. The impact of just one well-crafted email could be far-reaching. When drafting your message, remember that your audience already receives many emails. Make this one stand out with a catchy subject, lots of visuals, and a large and straightforward call to action, e.g., a link to the event donation site. This email should be different from the other ones you send. It should be concise, to the point, and stress an immediate need for action.

Make a list. Take a moment to draft a list of everyone you'd like to contact. This may take time but is instrumental in achieving the financial goal. Decide whether you're asking for donations, recruiting for your team, or trying to gain sponsors for your event.

LINK WITH YOUR COMMUNITY Sharing your story is a crucial aspect of fundraising, but it will only work if people hear it. Using various communication methods, like email, Facebook, Social Media, texts, letters, and in-person conversations, is essential. Think about how you typically interact with your potential donors and then start by reaching out to them that way.

OFFER UPDATES: Make all of your supporters aware of your progress. Not only is this a way of showing



people what you're doing and what they're supporting, but it also acts as a reminder to those who have yet to donate. Don't be afraid to send updates that don't relate directly to your fundraising progress.

SAY "THANK YOU." The final and crucial step is thanking your donors. Send a thank you note to everyone who donated. Recognizing people's generosity lets them know how much their support means to you and may increase their chances of supporting you next time, too!



SPONSOR FUNDRAISING PROGRAM CHECKLIST

~ Upper Iowa University

Name of Fundraiser	
Date & Time of Fundraiser	
Location of Fundraiser	
Person/Student & Group Responsible	
Project/Office Partner	

ITEMS TO COMPLETE	PERSON RESPONSIBLE	DATE COMPLETED
FUNDRAISER		
Make the List	Sponsor	
Craft the Message	Sponsor	
Provide Photos	Sponsor	
Create Fundraising Site	Alumni Office	
Create your fundraising committee.	Sponsor	
Crowdfunding Meeting	Sponsor	
Follow Fundraising Toolkit Helpful Hints	Sponsor	
FACILITIES		
Room(s) Reserved	Sponsor	
Room(s) Set Up Request to Events	Sponsor	
Contact OCM for pictures.	Sponsor	
Equipment Picked Up	Sponsor	
Equipment Returned	Sponsor	



PUBLICITY		
Local Newspaper(s) Contacted	Sponsor	
Event listed on Master Calendar of Events	Sponsor	
University Community Contacted (___ Email, ___ Mailboxes)	Sponsor	
Community Outreach _____ type	Sponsor	
Signs Designed/Made (___ Flyers, ___ Table Tents)	Sponsor	
Signs Posted/Distributed	Sponsor	
Social Media	Sponsor	
Social Media Sharing through Alumni Page	Alumni Office / Marketing	
Submit my announcement	Sponsor	
Constituents Reach - The List	Sponsor	
OTHER		
EVALUATIONS		
Complete	Sponsor	
OTHER		
Thank You Notes	Sponsor	



We have an agreement for a Special Event or Program benefiting Upper Iowa University. The SPONSORING ORGANIZATION agrees to organize and implement a particular event/ program to benefit UIU. The unique event/program shall be described and referred to publicly as follows:

- The SPONSOR agrees to use only the authorized name of Upper Iowa University in any media and printed materials related to the particular event (if the name is to be used).
- The Upper Iowa University Alumni Office shall incur no cost or liability for this event.
- Upper Iowa University Alumni Office agrees to provide the SPONSOR with the appropriate recognition.
- The SPONSOR agrees to handle any monetary transactions and to present the proceeds to the UIU Alumni Office Manager within 48 hours following the event. You will record the Name and affiliation of Each Donor (parent, Board, student, etc.) and contact information.
- The SPONSOR will provide staffing and volunteers for the special event.
- The SPONSOR agrees to use its mailing list for the special event.
- The SPONSOR will obtain all necessary permits, licenses, or insurance.
- The SPONSOR agrees to follow the UIU Alumni Office receipting procedures.
- The UIU Alumni Office reserves the right to withdraw the use of its name.
- If the event or fundraiser is canceled, the sponsor will notify the Alumni Office two weeks before the event day.

Did you know sharing your personal story can be the most powerful way to connect with potential donors? To help get you started, here are some tips on crafting and sharing your story with classmates, friends, family, and co-workers.

BEST PRACTICES FOR TELLING YOUR STORY

Be true to your style.

Whether funny, serious, or silly, people must see your personality in your message! Your friends and family will want to support you in reaching your goal for a cause you care about.

Keep your messages short and to the point.

Below is a list of details to consider, considering that most people prefer shorter messages.

Use the right communication vehicle for the right person.

If Cousin Bill isn't on Facebook regularly, don't depend on posts to grab his attention. Please send him a letter. Everyone loves opening mail! Doing this makes you more likely to get a response from them.



Add a visual.

A picture or a video goes a long way. Your fundraising page is excellent for adding photographs and even a video. But don't limit yourself there! Emails, social media posts, flyers, texts, and more allow you to personalize your message with a visual. Tie it to the cause or your event to drive home how important your fundraiser is to you.

WHAT TO INCLUDE IN A COMPELLING FUNDRAISING REQUEST

By taking the time to personalize your messages, you will provide information that your potential donors want to know about you and this fundraiser that means so much to you, as well as what they need to know about your fundraising efforts.

What you are doing to raise funds?

Whether you're celebrating a special occasion, building funds for a particular project, or any other fundraiser you may be excited about — let people know how you're raising money for UIU.

When are you doing it?

If you have an event date, make sure you communicate it. If not, let people know how long you plan on fundraising.

Why Upper Iowa University?

Have your why ready and available.

What's your fundraising goal?

And if you have a team, what's your team goal? Letting people know about progress toward your goals can be a great way to inspire them to donate!

Want to make it easy for them? Add the link to your fundraising page!

Don't forget to say thank you!



WAYS TO TELL YOUR STORY

Social media: The Alumni Office will develop a fundraising page for the Sponsor upon successful application approval to help share your story and fundraising progress in a snap! Facebook is always a great vehicle for quickly getting your story out to your network. Don't forget about Snapchat, X, Instagram, and LinkedIn.

Mail: Who doesn't love getting mail? Write a personal letter to share your story and your fundraising plan. This works exceptionally well with people who are not on social media and don't check their email regularly.

Personal and team fundraising pages: Personalize these pages to tell YOUR story. Don't forget to include photos and make it your own.

Face-to-face: What better venue to tell your story than face-to-face? If you can't meet in person, this can be done via Zoom, FaceTime call, etc. Just make sure you can give people clear directions on how to make donations.

Call or text: These days, our cell phones are always nearby. Take advantage of that fact!

Email: Email is a great way to get your story out to many people simultaneously. And it's easy to include a link to your fundraising page!

Be creative! Don't be afraid to think outside the box and develop new — and fun — ways to connect with your community.

Create a video: If a picture tells 1,000 words, a video tells 10,000! You can upload a video to your fundraising page.

Whom to Ask: Reach out to Everyone

Family - Friends - Co-workers - Roommates - Team members - Neighbors - Classmates -
Classmates Parents Teachers - Doctors - Dentists - Friends of friends - Hair stylist • People you
have donated to

WE NEED YOU

Give. Make your financial commitment to the fundraising initiatives, scholarships, and student program support today through our website and planned gifts.

Connect. Please get to know Upper Iowa University through outreach, networking programs, and our website/social media. Please share your ideas on how we can better engage alums,





faculty, staff, and friends with key campus initiatives that impact our current and future students most.

Learn more. Understand the case for supporting Upper Iowa University and its students and causes. Be an advocate by sharing our goals with other alums and friends. Be able to answer, “Why should I support this program?”

Get active. Become involved. Attend Upper Iowa University events both on campus and regionally. Please invite friends and classmates to join our events. Utilize the great resources Upper Iowa offers everyone in the community. Share with your friends why being involved with Upper Iowa matters - and what it means to you. We are ready to help find ways for you and our UIU locations to connect better.

Be a UIU representative. Show your Peacock spirit with pride! Talk about student support initiatives at UIU functions. We want to ensure that all of our campus partners know our importance in the lives of our current and future alums.

Fundraising opportunity geared to our community. Our friends and alums are proud of their school spirit. As UIU faithful, you will have a chance to engage with friends & alums to discover what makes them the Peacock faithful. Learn more about their experiences and how they would like to be a part of our family. Let those personal stories inspire, energize, and give you more incredible pride when crafting your Crowd Funding Campaign.

On behalf of every UIU student who has benefited from your willingness to give back... Thank You

We can't thank you enough for everything you do to help our UIU. Remember, every dollar you raise will make a real impact on future Peacocks. So get out there and share your story!

How to Create Your Video

Telling your story can be a great way to motivate your friends, loved ones—and community—to rally around your cause. Did you know that visuals are one of the most potent storytelling tools you can use? With some family photos, our sample script, and your computer's basic video editing program, you can create an inspiring fundraising video in a few easy steps!

STEP 1 Watch other fundraising videos made by people just like you! Visit YouTube and search “UIU” to get some inspiration!

STEP 2 Craft the message to best tell your story. You can use bits and pieces from your crafted email message.



STEP 3 Photos and video clips can be uploaded to your computer.

STEP 4 Once you're happy with your finished product, you're ready to show the world! If it's your first time uploading a video to YouTube, you'll need to take a few minutes to confirm your email address before proceeding.

STEP 5 Now that your video has been uploaded, it's time to copy the URL, add it to your fundraising campaign page, and share it with everyone you know. Ask them to pass it along, too.

DID YOU KNOW that the average person checks social media 14 times daily? A Pew poll found that 70% of people engaged with Facebook daily, with 45% engaging several times daily. With numbers like that, it's clear that social media is a great way to connect with potential donors, recruit for your team fundraiser, or garner interest for your upcoming community event. Use the tips and tricks below to get the most out of Snapchat, X, Instagram, Facebook, LinkedIn, and more!

TELL YOUR STORY AND MAKE IT SPECIAL. Use the power of storytelling to share your message. Take people on a journey with images, heartfelt stories, and videos. Talk about the impact UIU has had on you.

INFLUENCE YOUR NETWORKS You can use YouTube, X, Facebook, Instagram, LinkedIn, and even Snapchat to share your story. UIU networks are everywhere and overlap more than one would believe. Tap into those networks for fundraising! You'd be surprised by how many people may be interested in supporting you. Ask the Alumni Office to share your post.

POST TO YOUR NETWORK Look at who you think will most likely donate to you — and pay attention to the platforms they use. Always remember that it's not just about where YOU are; it's where your potential donors are.

POST OFTEN & AT THE RIGHT TIME: Post regularly on your social channels at the correct times to maximize reach. When is the right time? Whenever your contacts are active online! For many, that will be Friday through Sunday, but nothing is set in stone. It's also important not to make an "ask" every time. Provide updates on your fundraising efforts or share some inspiring news about UIU. Did you know that 42% of donors don't give on their first visit to a fundraising page? These messages will be a kind reminder for those who have yet to donate.

PROMOTE YOUR EVENT Now that you have a plan, it's time to let your friends, network, and community know about it. Upper Iowa University has an account with Just Giving, which can create an independent fundraising page for you. You can share this page with your network and ask them to attend or donate to your fundraiser. To promote your event, you can also consider



sharing it with the media, posting it on online community calendars, and putting up posters (Use a QR Code) at coffee shops and other local spots. Get Creative and get the word out with your committee.

There are so many great posts; you don't have to be a social media strategist to write them! Below are some examples of posts and also why we like them. Remember always to include the link on your fundraising page!

Ready to have some fun?! I am hosting a dog walking event on October 29th to raise money and awareness for the UIU Psych Club. I am asking for donations of \$25 to attend — but feel free to donate more! Your generosity can help improve the lives of these students through ...

Check out our fundraising page and give the fundraising link here_

What we like: Grabs your attention in the beginning, provides event details in the middle, and ends on why you are doing it. It includes many great things while still being quick and easy to read.

Tips for Getting Sponsors: Contact local organizations and ask them to support your fundraiser. We ask that the VP of Alumni & Advancement prescreen all sponsorship. A great way to do this is to initiate communication via a letter or an email, followed by an in-person meeting.

Here are some things to include in your initial communication.

Tell them about your fundraiser—include what you're doing and your goal.

Tell them why you are raising money.

Offer to give a mention on your fundraising page if they choose to make a contribution and highlight how their business would be recognized in a positive light in the community. Thank them in advance for their support.

Let them know what you request - a flat donation. Be clear about your request and the benefits they will receive if they support your fundraiser.

Ask them to kindly respond by a specific date and let them know when you will reach out to discuss by phone or in person.

Thank them in advance for their support.



Every gift matters to Upper Iowa University. That investment by you says you support our mission and purpose. We pride ourselves on showing donors how these funds create positive change and chances.

Please understand that a finite number of application projects are accepted each year. If your project is not selected, we will keep you in the queue until the following selection process, where you can use your prior application or submit a new one.