

## **CONGRATULATIONS ON GETTING YOUR FUNDRAISER APPROVED! WE ARE EXCITED TO GET YOU STARTED ON YOUR CROWDFUNDING CAMPAIGN!**

We ask that you schedule a meeting with the student philanthropy council via the digital fundraising specialist. Secondly for your benefit start the checklist below.

## **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 important aspects of their time at UIU. Personalize your fundraising page, draft compelling emails and social media posts, and be confident in telling your story. As any successful fundraiser will tell you, telling your story is the best way to inspire others to donate. Remember – We in the Alumni House can help you on crafting your story. The impact of just one well-crafted email could be far-reaching. When drafting your message, keep in mind that your audience already receives a ton of emails. Make this one stand out with a catchy subject, lots of visuals and a large and clear call to action e.g., links to event donation website etc. This email should be different from other ones you send. It should be concise, to the point, and stress an immediate need for action

**MAKE THE LIST** Take a moment to draft a list of everyone that you'd like to reach out to. This may take you some time but is instrumental toward 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 actually hear your story. Using a variety of methods to communicate like email, Facebook, Twitter, texts, letters and in-person conversations, is important. Think about how you typically interact with your potential donors and then start out by reaching out to them in 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, it also acts as a reminder to those who have yet to donate. Don't be afraid to send updates that don't tie directly back 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!



## FUNDRAISING PROGRAM CHECKLIST

*Student Philanthropy Council ~ Upper Iowa University*

<b>Name of Fundraiser</b>	
<b>Date &amp; Time of Fundraiser</b>	
<b>Location of Fundraiser</b>	
<b>Person/Student &amp; Group Responsible</b>	
<b>Project/Office Partner</b>	

ITEMS TO COMPLETE	PERSON RESPONSIBLE	DATE COMPLETED
<b>FUNDRAISER</b>		
Make the List	Applicant	
Craft the Message	Applicant	
Create the Visual	Applicant	
Create your fundraising committee	Applicant	
Crowdfunding Meeting (Digital Fundraising Spec./SPC)	Applicant	
Inform Faculty, Student Life, Athletics, and (SGA)		
Follow Fundraising Toolkit Helpful Hints		
<b>FACILITIES</b>		
Room(s) Reserved		
Room(s) Set Up Request to Events		
Contact OCM for pictures		
Equipment Picked Up		
Equipment Returned		

<b>PUBLICITY</b>		
Local Newspaper(s) Contacted		
Event listed on Master Calendar of Events		
University Community Contacted (___ Email, ___ Mailboxes, ___ Informz, ___ Robo Calls)		
Community Outreach _____ type		
Signs Designed/Made (___ Flyers, ___ Table Tents)		
Signs Posted/Distributed		
Social Media/ Twitter the Message		
Submit myUIU announcement		
Other		
Constituents Reach - The List		
<b>OTHER</b>		
<b>EVALUATIONS</b>		
Written		
Printed		
Tabulated Data		
<b>OTHER</b>		
Thank You Notes		

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

### **BEST PRACTICES FOR TELLING YOUR STORY**

#### **Be true to your style.**

Whether it is funny, serious or silly — it's important that people see your personality come through in your message! Your friends and family will want to support you in reaching your goal for a cause that you care about.

#### **Keep your messages short and to the point.**

Below you will find a list of details to consider including while keeping in mind 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. Send him a letter. Everyone loves opening mail! And by doing this you are more likely to get a response from them.

#### **Add a visual.**

A picture or a video goes a long way. Your personal fundraising page is a great place to add pictures and even a video. But don't limit yourself there! Emails, social media posts, flyers, texts and more allow you to really personalize your message with a visual. Tie it to the cause or your event to really 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 and also 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 special 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! We in the Alumni House prefer group fundraising.

### What are you asking people to do?

Whether it's to donate, join your team, or come to an event — be specific and clear.

### 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:** SPC will be developing the applicant a fundraising page upon successful application approval to help make sharing your story and fundraising progress a snap! Facebook is always a great vehicle for quickly getting your story out to your network. And don't forget about Snapchat, Twitter, Instagram, and LinkedIn as well.

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

**Personal and/or 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 could be a better venue to tell your story then face-to-face? If you can't meet in person then this can be done by a zoom, Face-time call, etc. Just make sure you are able to 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:** Email is a great way to get your story out to many people at once. And, it's easy to include a link to your fundraising page!

**Be creative!** Don't be afraid to really think outside of the box and come up with 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 your video to your fundraising page and to websites like YouTube.

**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 Student Philanthropy Council fundraising initiatives, scholarships, and student program support today through our website, and/or planned gifts.

**Connect.** Get to know Upper Iowa University through Student Philanthropy Council outreach, networking programs, and our website/social media. Share your ideas on how we can better engage alumni, faculty, staff, and friends with key campus initiatives that have the greatest impact on our current and future students.

**Learn more.** Understand the case for supporting Upper Iowa University and its students and causes. Be an advocate by sharing our campaign goals with other alumni and friends. Be able to answer “Why should I support the Student Philanthropy Council programs?”

**Get active.** Become involved. Attend Upper Iowa University events both on campus and regionally. Invite friends and classmates to join our events. Utilize the great resources Upper Iowa has to offer for 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 both you and our UIU locations to be better connected.

**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 are aware of the importance we have in the lives of our current and future alumni.

**Fundraising opportunity geared to our community.** Our alumni are proud of their school spirit. As UIU faithful, you will have the opportunity to engage with alumni to find out 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 you, energize you, and give you a greater sense of 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 really can't thank you enough for everything you're doing 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 Own 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 powerful 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 through your camera's memory card, emailed, or scanned through your home printer/scanner. If you don't have a scanner, your local photo processing retailer can scan them for a small fee.

**STEP 4** Locate your computer's video editing program. Windows Movie Maker is pre-installed on most Windows computers and iMovie is pre-installed on most Macs. Once you're finished editing your video, make sure it is saved as one of the following file formats: .WMV, .AVI, .MOV or .MPG. If you have questions, there are dozens of Windows Movie Maker and iMovie how-to videos on YouTube. You can also visit the Microsoft and Apple websites for helpful tips and tricks.

**STEP 5** 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 6** Be sure to create a title and then provide a description for the video, such as "Why UIU & Fundraising for a Cause" and include a link to your fundraising campaign page. Next, in the box tags, include any words that are related to the video. Examples are Pete, UIU, UIU Location, UIU Fund. Under "Video Category" select "People and Blogs." Lastly, click "Upload Video" on the bottom!

**STEP 7** 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 to too.



**DID YOU KNOW** that the average being checks Facebook a 14 times a day? A recent Pew poll found that 70% of people engaged with Facebook on a daily basis, with 45% engaging several times a day. 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, Twitter, 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, heart-felt stories and videos. Talk about the impact UIU has had on you.

**INFLUENCE YOUR NETWORKS** You can use YouTube, Vine, Twitter, Facebook, Instagram, LinkedIn and even Snapchat to share your story far and wide. 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.

**POST TO YOUR NETWORK** Look at who you think is most likely going to donate to you — and pay attention to the platforms they use. Always keep in mind 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 — and at the right times to maximize reach. When is the right time? Whenever your contacts are active online! For many people 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 act as a kind reminder for those who have yet to make a donation.

**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 IDonate, 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 your event with the media, posting your event on online community calendars, and putting up posters at coffee shops and other spots in town. Get Creative and get the word out with your committee.



There are so many great posts out there and 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 to always include the link to your fundraising page!

Ready to have some fun?! I am hosting a dog walking event on October 29th to raise money and awareness for 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 Here [Created and downloaded from IDonate.](#)

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

**Tips for Getting Sponsors Reach out to local organizations and ask them to support your fundraiser.** UIU is starting a capital campaign. We ask that all sponsorship is prescreened by SPC and Alumni & Advancement office. 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 fundraising 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 are requesting - a flat donation, acting as a sponsor, or providing an in-kind donation to help support your fundraiser. Be clear about what you are requesting and the benefits they will receive if they support your fundraiser.

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

Thank them in advance for their support.

Every gift matters to Upper Iowa University. It is that investment by you that says you support our mission and purpose. We take pride in showing donors how these funds create positive change and chances.