



THE UNIVERSITY OF BRITISH COLUMBIA



Crowdfunding UBC Handbook



What is crowdfunding?

So what is crowdfunding? Crowdfunding is a community-based fundraising approach that focuses on engaging a large audience of supporters, asking each to make a small individual gift. Also known as peer-to-peer fundraising, your team will reach out to your network of peers using your relationships, online communications and social media to build a supporter base and fund your project.

To help UBC students, researchers, and faculty fund the projects and programs that matter most to them, UBC offers a free platform - [Crowdfunding UBC](#). Past Crowdfunding UBC projects include intramural teams raising funds for travel, engineering teams raising funds for new materials or equipment and supporting research at UBC. Visit the Crowdfunding UBC website crowdfunding.ubc.ca for examples of current and past projects to get an understanding if its right for you.

WHY USE CROWDFUNDRAISING UBC OVER OTHER FUNDRAISING PLATFORMS?

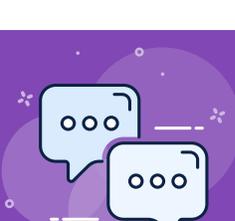
- As a Crowdfunding UBC project, you will have a dedicated project landing page to share your story. Each project page includes a fundraising thermometer to track your donations, a donor wall to recognize your supporters, and social media share functions to help your supporters share your project with others.
- Your project will be approved by UBC adding credibility in donor's mind.
- All Crowdfunding UBC donors will receive a tax receipt immediately after making an online donation.
- UBC's Annual Giving team will work with your team throughout your campaign, providing fundraising support and advice to help you reach your goals.

*Some photos featured in this handbook were taken before March, 2020.

Your crowdfunding journey

There are five key phases to every crowdfunding campaign and each phase is as important as the last. This handbook will guide you through your crowdfunding journey providing information, tips and resources. But remember, the **success of your project is up to you**. Your team will need to share your project with your network, reach out to prospective donors and motivate people to donate to your crowdfunding page.

The Five Phases of Crowdfunding UBC

	PHASE 1: Brainstorm and apply4 <i>Six weeks prior to launch</i> <ul style="list-style-type: none">Define your project and submit an application to Crowdfunding UBC.
	PHASE 2: Get ready to launch9 <i>Three weeks prior to launch</i> <ul style="list-style-type: none">Define your audience, write your messaging and get your communications plan in place.
	PHASE 3: Launch & manage your campaign13 <i>30-60 days depending on length of campaign</i> <ul style="list-style-type: none">Launch your campaign.Work with your team to keep up momentum from start to finish.
	PHASE 4: Say thank you!16 <i>Two to seven days after your campaign has closed</i> <ul style="list-style-type: none">Send a thank you note to your supporters.
	PHASE 5: Keep in touch and reflect17 <i>One to three months after campaign close</i> <ul style="list-style-type: none">Send an update to your supporters on how their gift made a difference.Reflect on your campaign and make notes for next time (good and bad).

PHASE 1

Brainstorm & apply



SIX WEEKS PRIOR TO LAUNCH

- ✓ Define your project and submit an application to Crowdfundraising UBC

Before you submit your application, take a moment to think about your project and determine if crowdfunding is right for you. Initial discussion and planning will help to set your team up for success. This is also the perfect time to speak with your faculty development staff about your project. As experienced fundraisers, your faculty development office will also be able to help you start your fundraising plan. They will also approve your project for submission to Crowdfundraising UBC.

Brainstorm your crowdfunding campaign

1. WHAT IS YOUR PROJECT?

What is the problem you need to solve and how will donations help? Defining your project will help you write a compelling and engaging story for prospective donors.

- *How would you describe your project to a friend (in under a minute)?*
- *What will the money be used for? For example, are you raising funds to buy materials or do you need support to travel to a competition.*

Donors want to know how their money will be used and how their donation will help your team achieve its goals. Being able to articulate the purpose of your project and the need for support will motivate donors to give.



2. WHY SHOULD PEOPLE SUPPORT YOU?

There are a lot of charities and causes that people can support. It is important for your team to be able to clearly articulate why your audience should support you and how their gift can make a difference. Don't just tell people that they should donate but instead show them the importance of your project and empower them to act. Your donors will most likely be those closest to you so think about why your friends, family, and colleagues would want to support you and share your project's story.

3. WHO IS ON YOUR YOUR CROWDFUNDRAISING PROJECT TEAM?

A successful fundraising campaign takes a dedicated team of people willing to reach out to others and ask for support - which can be an uncomfortable task. Each member of your team plays an important role in sharing your project with their networks. As part of your brainstorm and planning process, build a project team and assign roles and responsibilities so that everyone understands what will be required as the campaign rolls out. A handy to-do list for your team and ambassadors is included in Appendix 1 on page 19.

Some suggested roles for your team:

PROJECT LEAD

The project lead will liaise with Annual Giving throughout the campaign, from creating the project page to receiving donor information to send thank you messages at the end of your campaign. They will also help to keep the team engaged and motivated to reach your goals.

COMMUNICATIONS AND CONTENT LEAD (OR TEAM)

The communications lead (or team) will develop your project communications plan, messaging, and prepare content such as photos and videos to promote your campaign. They will also send out regular updates after your campaign launches

PROJECT AMBASSADORS

Your project ambassadors will be your on the ground supporters. Ask your ambassadors (other team members and close supporters) to leverage their networks and tell people about your project and direct them to the website. The more people that know about your project, the better your chances of reaching your fundraising goal.

4. CONSIDER WHO WILL DONATE TO YOUR PROJECT?

Now that you have your team, it's time to think about who you will ask to support your project. Remember, those closest to you are most likely to make the first gift and also share your project with their own network, so start there. Asking your team to think about potential donors early will help to set a realistic fundraising goal and inform your communications plan. Not sure where to start? Take a look at our audience mindmap in Phase 2 (see p. 9).

5. HOW MUCH DO YOU NEED TO RAISE?

Setting a realistic fundraising goal is one of the most important steps of your crowdfunding planning. Crowdfunding UBC projects can range from \$1,000 to \$25,000, so the goal you set really depends on your project needs and the size of your supporter base.

When thinking about your goal, we suggest starting with an amount that you think is achievable. Donors want to help you reach your goal and know that their gift, big or small, will make a difference and be part of your success story. You can always set a new goal if you get there early.

TIPS ON HOW TO DETERMINE A REALISTIC GOAL

- Consider your team's network and social media reach. Who do you think is most likely to donate and how much will they give? For example, if your team asks 100 people, and half of them make a \$20 gift, a \$1,000 goal is achievable. Remember, not everyone that you ask will make a gift.
- How much time do you have to fundraise? Crowdfunding UBC projects are either 30 or 60 days long. How much do you think you could raise in this time? When do you need to have the money available for your project.
- If you're unsure, start with a smaller goal. A smaller goal will seem more attainable to donors and will encourage them to contribute to your campaign.

It's important to be clear about why you need to raise money and how it will be used. If possible, consider specific costs and how a donation could help.

For example, which of the two below would you support?

1. *We want to raise money for the UBC Thunderbots.*
2. *Help us build a new fleet of eight robots to defend our title at RoboCup 2020! Each robot costs upwards of \$3,000. \$250 will allow us to purchase a new motor for a robot.*

6. HOW LONG WILL YOUR CAMPAIGN RUN?

Crowdfunding UBC projects run for 30 or 60 days. Choose a campaign period that works best for your fundraising goal and project needs. It is important that your team is engaged and ready to reach out to supporters throughout the campaign to keep the momentum going.

7. SPEAK TO YOUR FACULTY DEVELOPMENT OFFICE

All donations made to Crowdfunding UBC projects are placed in a UBC faculty account. Your faculty will help you to determine where the money can go and provide access to the funds at the end of your campaign. They may also have some great fundraising ideas, communication channels or networks that can help promote your campaign. This process must be followed for donors to receive a UBC tax receipt. Not sure who you should contact? Visit the Crowdfunding UBC website, or email us at crowd.fund@ubc.ca.

ARE YOU READY FOR CROWDFUNDRAISING UBC?

There are a few key things needed for a successful Crowdfunding UBC project. Before you submit your application, take a moment to think. Are you ready?

- Do you know what your project will be? Are you ready to tell your story and explain why donors should support you?
- Do you have a goal for your project?
- Do you have a suggested length for your crowdfunding campaign?
- Do you have a team of people who are ready to help you promote your crowdfunding project?
- Have you thought about who your potential donors will be?
- Have you reached out to your faculty development office to tell them about your project? *All donations must go to a UBC faculty account. You will be able to access the funds raised at the completion of your fundraising campaign.*

If you answered yes to the questions above, you are ready to apply for Crowdfunding UBC! Complete the online application and move to Phase 2.

If you answered no to a few questions or are still unsure about the process, contact the Annual Giving team for advice, email crowd.fund@ubc.ca.

Apply for Crowdfunding UBC

To apply for Crowdfunding UBC, visit the Start a Project page on our website - crowdfunding.ubc.ca/start-a-project/ and complete a short application form.

Below is an overview of the information that you will need to apply for a Crowdfunding UBC project. Remember to keep your application short, succinct and make it your own. If you need inspiration, take a look at some previous projects. Once submitted, Annual Giving will review your application and respond with any questions.

Your Crowdfunding UBC Application

SECTION 1: YOUR STORY DESCRIPTION

Your project will be successful if you can engage others with your story. Your immediate network will be your first supporters, so share personal stories about your project and clearly show how donor support will make a difference and help you achieve your goals.

SECTION 2: CHALLENGES AND IMPACT OF DONOR SUPPORT

Tell us what problem that crowdfunding can solve and how donations will be used. Consider if you are able to set some suggested donation amounts to help your donors understand the impact of their gift. E.g. \$100 = travel costs for one athlete.

SECTION 3: ABOUT YOUR TEAM

Help your prospective donors get to know your project and team.

PROVIDE INTERESTING PHOTOS AND VIDEO TO ACCOMPANY YOUR PAGE

All Crowdfunding UBC projects need one main photo to use as the header image on the web page (recommended dimensions 997 px x 497 px). Additional photos, videos, and links that would enhance your page can be included in your application.



PHASE 2

Get ready to launch



THREE WEEKS PRIOR TO LAUNCH

- ✓ Define your audience, write your messaging and get your communications plan in place.

Find your potential donor audience and supporters

You and your team know a lot of people. From UBC classmates and professors to work colleagues, family and friends – you already have a network of supporters. Ask each of your team members to make a list of people they know who may be interested in supporting your project. Use the mind map below to guide your brainstorm.

Remember, crowdfunding is all about asking a large group of people for small donations, so the more people you tell about your project the closer you'll get to your goal.



The larger your network is the more successful your campaign will be. We understand it can be awkward to ask people for money but you will be surprised how many people will make a small gift to support you - so don't be afraid to ask. When thinking about your networks, consider organizing people into two groups based on how you think they will be able to support you.

- 1. Possible donors:** Who is most likely to donate to your project?
- 2. Project ambassadors:** Do you know people who may not be able to support you financially but would be willing to share your project with others (e.g. your classmates)? Ask them to be a project ambassador and share your project with their network.

Knowing your potential donors and ambassadors will help you to create your communications plan and messaging for your campaign.

Create a communications plan

Developing a communications plan and key messages before launch will make it easier for your team to share the project with others. Once your crowdfunding project launches, your team will shift its focus to engaging your audience and motivating people to give or share your crowdfunding campaign. Create a communications plan and calendar that includes details of who you will contact, what channels you will use, what you want to say, and dates for when you will send out your messages. Sending out regular updates along with personal follow-ups will be an important part of your communications plan and will help to keep your project top of mind.

See Appendix 3 and 4 for a communications template and social media editorial calendar to help guide your planning.

COMMUNICATIONS PLAN STEP 1: DECIDE HOW YOU WILL REACH YOUR DONORS

Now that you have an idea of who might be willing to support your project, its time to think about the best way to reach them. Think about the variety of channels that your team has access to along with the channels your audience pays attention to. Maybe email and social media will be enough or you may need to produce posters and make a few phone calls. Consider which approach you think will work best and add these channels to your communication plan and timeline.

Remember, your plan should include your launch communications, and also progress updates throughout the campaign to attract new donations and keep your project top of mind. Some donors may need more than one communication before making a gift or may be waiting to see if others support you before donating.

Below is a summary of the different communication channels you could use:

PERSONAL EMAILS

Have a list of contacts ready to email once your crowdfunding page goes live. Send personalized emails asking people for their support (see sample emails in the Appendix 5 to use as a starting point). Don't forget to include a link to your project webpage and social media channels!

SOCIAL MEDIA: TWITTER, FACEBOOK, INSTAGRAM, LINKEDIN

Social media is a great way to increase the reach of your crowdfunding project. Brainstorm a list of accounts that you may have access to or would be willing to share content for you. Does your group or project have a social media account? Are your team members willing to share the crowdfunding page on their personal accounts? Do you have a partner organization or faculty that may share the project for you? Having content on multiple social media accounts will help you reach different groups of people (and potential donors).

A few tips for planning your social media campaign:

- Create a social media calendar for your campaign (see template in Appendix 4) to provide updates throughout your crowdfunding project. Your supporters want to see how your fundraising is progressing and help you succeed.
- Consider posting a mix of content and messaging on your social media accounts. Be creative and include videos, photos and personal testimonials to share your story and why you are fundraising.
- Share some sample social media posts with your supporters to post on their own social media channels to extend the reach of your campaign. Tag your friends or followers on your posts to encourage them to share.

POSTERS OR PROMOTIONAL MATERIAL

If you have a space on campus or know places where possible supporters might be (e.g. your workplace or sports club) create a poster to promote your project. This will take some extra time and cost to design and print but it is a great way to get in front of people. Keep it simple and include a link to the project website and a deadline to create some urgency.

SPEAK TO CLOSE FRIENDS AND FAMILY ABOUT MAKING AN EARLY DONATION

Ask your family and friends to be one of the first to donate to your project. People are more likely to donate to projects that already have support, so your close contacts can help to give your page some credibility by donating as soon as your page goes live.

COMMUNICATIONS PLAN STEP 2: WRITE YOUR KEY MESSAGES AND COMMUNICATIONS

Now that you have an idea of who might support your project and what communication channels you will use, it's time to think about what you want to say. What is it about your project that will resonate with your audience and motivate them to give. Focus on your storytelling and how your donor can make an impact.

A few tips:

- Think about what your donors want to know about your project and how their gift will help you achieve your goals. Write a few key points that you can carry through all of your communications.
- Write your communications like you are speaking directly to your donor. People resonate with messaging that feels personal. This may not always be possible, but something to keep in mind.
- Tailor your communication for the different channels you are using. Each will have a slightly different style (e.g. social media content is different to an email).
- Be clear and specific - make sure that your prospective donors understand what they are supporting. Never assume that people know about you and your project.
- Keep your communications short, concise and free of jargon. Simple language and short sentences work best.
- Provide clear instructions on what you want your audience to do. As you get closer to your project deadline, include this date and your progress in your communications to create urgency. Those last few gifts could help you reach your goal.



PHASE 3

Launch & manage your campaign



30-60 DAYS DEPENDING ON LENGTH OF CAMPAIGN

- ✓ Launch your campaign.
- ✓ Keep your momentum going from start to finish.

The first week will be the most important to get your campaign off the ground. Now is the time to use the communications plan you developed in Phase 2 and reach out to your network to build excitement and support. Whether your campaign is for 30 or 60 days, your team should be ready to work and share your project with others throughout the campaign.

Campaign Launch

SHARE YOUR PROJECT WITH YOUR NETWORKS

- Post the crowdfunding page on your social media accounts and maybe tag a few people or accounts who might share this for you.
- Email your ambassadors and supporters and ask them to share the project on their channels. Provide social media copy and image, or an email template to make it easy.
- Send personalized emails to your contact list to ask for support for the project.
- Ask your friends and family to help out with some initial donations.

HOLD A LAUNCH EVENT

Events can be a great way to bring awareness to your project and what your team is about. It provides an opportunity to tell your story, speak directly to potential donors and possibly showcase your work and/or expertise. But, planning an event takes time and resources. Before committing to an event, consider if there is enough interest from people to attend or if this effort would be better directed to other things (e.g. video). **A reminder to adhere to any public health guidelines relating to in person events, or consider if a virtual event would be a suitable way to launch your project.**

Mid-campaign: Keep the momentum going

It is common for donations to slow down as your campaign progresses. Keep the momentum going by sharing progress updates, continuing to talk about your project and getting people excited as you get closer to your goal.

Now is the time to reach out to your networks again. Here's a few suggestions on what you could do:

- Send follow-up emails to provide an update on your progress. Don't be afraid to follow-up with individual emails to people who you think would be interested in giving. **You can ask Annual Giving for a list of donors to avoid asking them for another gift. You can also use this list to thank donors for their support and update them on your progress.**
- Update your social media channels to show your progress and how the funds raised so far will help your project.

Share some interesting information with your network to keep them interested and tell them more about your project and team. For example, you could share:

- Behind the scenes photos or videos.
- Testimonials or profiles on your team members.
- Stories about how money has supported your project(s) in the past (if you have fundraised before).
- Thank donors who have already given to your project by tagging them on social media. **Make sure you have permission to acknowledge them publicly.**

CHECKLIST

- Create and share content that keeps your audience engaged
- Celebrate milestones on social media (e.g 100 donors, 50% of our goal)
- Thank your donors for their support in any of your communications

Final push

One to five days before your campaign closes, your team should make one final push for donations. With the campaign deadline approaching, it is a great opportunity to build a sense of urgency with your audience and create some hype around your project.

- Contact people who said they would donate but haven't yet - use the deadline as your final ask.
- Are you close to your goal? Let people know and ask for their support to help you reach it. Get people excited that they have helped you to almost reach your goal, some people may make a second gift to get you there.
- Post a few final updates on your social media networks.
- Thank people who have supported you so far and ask them to share your story and project with people in their network to help you bring in a few final donations. Ask them to consider who they might know that would be willing to support you.

CHECKLIST

- Email everyone you contacted at the beginning of your campaign with a specific and clear request to help your team. For example, our project closes this Friday and we've almost met our goal. We'd appreciate if you could please share the below message on your social media accounts (include a draft message that they could share and a link to your webpage)
- Share social media updates that create a sense of urgency (e.g. Just five days to go. Will you help us reach our goal by making a small gift?)



PHASE 4

Say thank you!



TWO TO SEVEN DAYS AFTER YOUR CAMPAIGN HAS CLOSED

- ✓ Send a thank you note to your supporters.

Now that your campaign has closed it is time to say thank you! It is important to thank everyone who donated and helped to promote your project. They supported you when you asked, so show your appreciation and share what they helped you achieve. Whether, you reached your goal or made it half way there, share your final results with your supporters.

Here's a few ideas:

- Film a quick thank you video with your team members and share it on social media or through other channels.
- Email or call your donors and ambassadors and provide an update on your results, how you will spend the money you raised and how their gift will help your team. It is important to keep communication channels open to maintain good relationships with supporters, particularly if your team may have another Crowdfunding project in the future.
- Post an update on your social media channels used throughout your campaign.



PHASE 5

Follow-up & reflection



ONE TO THREE MONTHS AFTER CAMPAIGN CLOSE

- ✓ Send an update to your supporters on how their gift made a difference.
- ✓ Reflect on your campaign and make notes for next time (good and bad).

This is an important phase that is sometimes forgotten but can be a huge help if you want to fundraise again next year.

SHARE UPDATES ON YOUR PROJECT WITH YOUR SUPPORTERS

Your donors are now part of your team. Show them how their gift made a difference. This personal touch will help develop your relationship and help when you launch your next crowdfunding project. If you will continue to share updates of your project on social media, invite them to follow you.

- Did your donors help you travel to a national competition? Let them know how the competition went.
- Did they help you buy materials to build a robot? Share a behind the scenes video of building the robot or the final result.

REFLECT ON YOUR CROWDFUNDRAISING CAMPAIGN

Take a moment to evaluate your crowdfunding project and how you could make it better next time. Write a short report on your fundraising campaign.

- What were some highlights and challenges?
- What worked well? What didn't?
- What would you do differently next time?
- Do you have any feedback for Annual Giving? We're always trying to improve our resources and advice so don't hesitate to share.

FAQs

How will people learn about my Crowdfunding UBC project?

Crowdfunding UBC gives you a platform and tools for you and your team to leverage your personal and professional networks to raise funds for your project. To be successful, your campaign needs to be shared by your team. Reach out to your friends, family, and colleagues via email and social media and build awareness of your project. If you do not have a strong network that you can ask to donate, crowdfunding may not be for you.

Are gifts tax-deductible?

Yes. 100% of Crowdfunding UBC gifts go to the project and all donations will receive a tax receipt from UBC.

How much money can I expect to raise through Crowdfunding UBC?

Typical crowdfunding projects attract between \$500-\$5,000. The amount you raise really depends on the scope of the project, your team's network and potential donor base, a clear message on why you need the money, and the amount of effort that your team is willing to put in in the lead up to and throughout your campaign. It is best to set a lower, realistic goal and set a new goal once it is reached.

How do I set a realistic goal?

Most projects raise \$5,000 or less and the majority of donations will likely come from your family, friends, classmates, colleagues and other personal connections. Consider how many people your team knows that may donate (e.g. if you plan to raise \$1,000, and most people are giving \$20, do you know 50 people that would be willing to donate?). Not everyone in your network will make a gift so the more people you ask for support, the more money you will be able to raise. Start with lower goal – and set a new goal throughout your campaign.

What happens if we don't reach our fundraising target?

Your project team will have access to all of the funds that you have raised, but these funds must be used for the purpose stated on your project page. Share an update with your supporters on how their gift helped your team (even though you didn't reach your goal). After your campaign closes, take a moment to sit down with your team and consider what you could do differently next time.

My classmate wants to support our project but can't donate. How can they help?

Ask them to share your project on their social media accounts and networks. The more people that know about your project, the higher the chance it will reach its fundraising goal.

Appendices - Resources

Appendix 1 – Project Team and Ambassador Checklist

We are so excited to launch our Crowdfunding UBC project. Anything you can do to spread the word about our Crowdfunding UBC project is very much appreciated!

Below, we've outlined a few things you can do to help make our Crowdfunding UBC project a success. Every contribution counts and the more people that know the bigger impact we can have together!

WHEN THE CAMPAIGN FIRST LAUNCHES

- Reach out to your contacts directly (via email, phone, or social media) and ask them to support your project. This could be your personal network or organizations and people associated with our project (e.g. community partners, student associations, key alumni or UBC faculty/staff). Even if people are unable to make a gift, sharing our Crowdfunding UBC project on their social channels will help.
- Post a message on social media, including a link to the Crowdfunding UBC project page. Consider tagging any community partners, key faculty/staff/students to encourage them to share on your behalf.
- Be the first to make a gift to our project [<insert your Crowdfunding UBC URL>](#).

THROUGHOUT THE CAMPAIGN

- Like and comment on social media posts on our team social media channels. Repost or share any new or interesting content that the project team shares on their channels.
- Share a progress update (on social media, email or text message) on how much your fund has raised midway through the campaign. **Real time updates will be available on the website. This is important to keep the momentum going.**



Appendix 2- Audience Mind map

The idea behind crowdfunding is to get smaller donations from a lot of people. The larger your network is the more successful your campaign will be - and the reality is you know more people than you think. We know it can be awkward to ask your network for donations but you will be surprised in how many people will make a small gift to support your goals.



Appendix 3 – Communications Plan template

CROWDFUNDRAISING UBC COMMUNICATIONS PLAN

AUDIENCE

Summarize the audience from your mind map exercise.

KEY MESSAGES

List out a few bullet points that you could use when you write your communications.

COMMUNICATIONS TACTICS

LAUNCH

DATE	CHANNEL(S) – <i>email, phone, social, posters?</i>	AUDIENCE	CALL(S) TO ACTION/KEY MESSAGE	WHO IS RESPONSIBLE FOR SENDING COMMUNICATION
10 Jan, 2021	Email	Our personal networks	We need your help to raise money for xxxx. Check out our new Crowdfunding UBC project page.	All team members
	Social media	Project accounts	We need your help to raise money for xxxx. Check out our new Crowdfunding UBC project page.	Communications lead
	Personal Ask	Close friends and family	Will you be the first to donate to our project?	All team members
	Posters	Colleagues	We need your help to raise money for xxx. Learn more.	Communications lead

MID-CAMPAIGN

DATE	CHANNEL(S) - <i>email, phone, social, posters?</i>	AUDIENCE	CALL(S) TO ACTION/KEY MESSAGE	WHO IS RESPONSIBLE FOR SENDING COMMUNICATION
February	Email	Personal networks	We're halfway through our campaign. Help us reach our goal!	All team members
	Email	Donors	Thank you for supporting us. So far we've raised xxxx.	Project lead/ Communications lead
	Social media	Followers	We're halfway there.	Communications lead
	Email	Project Ambassadors	Please share an update with your network.	All team members

FINAL PUSH

DATE	CHANNEL(S) - <i>email, phone, social, posters?</i>	AUDIENCE	CALL(S) TO ACTION/KEY MESSAGE	WHO IS RESPONSIBLE FOR SENDING COMMUNICATION
March	Email	People who haven't given yet	Only five days to go. Help us reach our goal	All team members
	Social media	Followers	Only five days to go. Help us reach our goal	Communications lead

APPENDIX 4 – Social media editorial calendar template

Your content will vary across each social media channel based on what works best (for example message length, photos or videos etc.). Use a variety of content to keep your audience engaged and interested in your project. Share content that not only asks people for donations but also tells your story.

Below is an editorial calendar and sample content to help you get organized

DATE	SOCIAL MEDIA CHANNEL	MAIN MESSAGE / CAMPAIGN TIME	CONTENT (<i>main message</i>)	IMAGE / VIDEO?	CROWDFUNDRAISING PROJECT LINK
JAN 10, 2021	Facebook	LAUNCH	We're so excited to launch our Crowdfunding UBC project to raise funds for our trip to represent UBC at the national championships in March. #ubc-team	Team photo	https://crowdfunding.ubc.ca/ubc-team
FEB 24, 2021	Instagram	MID-CAMPAIGN	We're halfway to our Crowdfunding UBC goal. Thank you so much for your support. Check out the link in our bio to see how you could be part of our team to compete at the national champs. #ubc-team	Video from president	Add CF link to bio
MAR 1, 2021	Twitter	FINAL PUSH	We're just two days away from closing our Crowdfunding campaign and we only need \$200 in donations to reach our goal. Can you help? Thanks to everyone who has supported us so far. #ubc-team	Team photo	https://crowdfunding.ubc.ca/ubc-team

APPENDIX 5 - PROMOTIONAL TOOLKIT (social media and email)

EMAIL TEMPLATES

SAMPLE: PRE-LAUNCH

Send out an email early to a small group of people closest to you so that you can start to build support and get your first few donations. It is good to have a few donations on your project page before contacting your extended network.

Subject: Our Crowdfunding UBC campaign is launching soon!

Dear xxxx,

I am excited to share that <team/area> will be launching our Crowdfunding UBC campaign soon to raise funds for <campaign name>. As a <friend, family, fellow student, instructor etc.>, I wanted you to be one of the first to learn about our project.

<insert summary of project from website>

We would like to ask for your support by making a gift, or helping us to share our project with your network through social media, email or conversations. You can help us create momentum early, which is important to the success of our campaign. Please take a look at our website <insert link> to learn more about our project and how your gift can help our team.

You can follow us on <insert social media channels and handle> for updates throughout our campaign.

We appreciate your time and support!

Sincerely,

<Your Name>

<Role if applicable, Name of Project team>

SAMPLE: LAUNCH DAY

Subject: <project name> now live on Crowdfundraising UBC

Dear <name>,

Today's the day! We are excited to share that <team name> launched a Crowdfundraising UBC campaign for <project name>.

<insert project summary>

We hope you will consider supporting our project. You can learn more about us and make a gift on the website <insert link>.

If are unable to donate, there are other ways you can help our team. Help us spread the word about our project by sharing the following post with your networks and on social media accounts.

<include draft social media post or sample message>

All gifts will make a difference and help us to <purpose of fundraising project>. All gifts over \$20 will receive a tax receipt from UBC.

You can follow us on <insert social media account/s and handle> for updates throughout our campaign.

Thank you!

Sincerely

<Your Name>

<Role if applicable, Name of Project team>

SAMPLE: MID-CAMPAIGN PROGRESS UPDATE EMAIL

Subject: <project name> Crowdfunding UBC project now <x> days in!

Dear xxxxx,

Our Crowdfunding UBC project is now well underway and we wanted to share an update on how we are going. So far, we have raised <current funds raised from website> and we are so grateful to all of our supporters. We only have <number of days> left in our campaign and we hope you will continue to help us reach our goal.

<insert some additional info on your project>

If are unable to donate, there are other ways you can help our team. If you can, please share the following update with your network and social media accounts.

<include draft social media post or sample message>

Any gift of any size will help us to <purpose of fundraising project>. All gifts will receive a tax receipt from UBC.

If you aren't already, please follow us on <insert social media channels and handle> for updates throughout our campaign.

Thank you!

Sincerely

<Your Name>

<Role if applicable, Name of Project team>

SAMPLE EMAIL THANK YOU

Subject: Thank you for supporting <team name>

I just wanted to say thank you for supporting our Crowdfunding UBC campaign.

With your help, our <project name> was able to raise <funds raised>. Your gift will help us to <describe how the funds raised will help you and your team. How will you use the funds?>.

We are so grateful for your gift and investing in our team and education. If you would like to keep updated on our project, follow us on social media @<add your social media handle>.

Thank you again for your support!

Sincerely

<Your Name>

<Role if applicable, Name of Project team>

SOCIAL MEDIA POSTS

LAUNCH DAY:

We (or team name) are so excited to launch our Crowdfunding UBC project today to raise funds for <purpose of project>. Check out the website to learn more <project URL>.

MID-CAMPAIGN:

Thank you to everyone who has supported us so far. We are halfway to our goal to get <purpose of project> and you can help us by making a gift or sharing our project with your network. Learn more at <project URL>.

FINAL PUSH:

Only two days left to help us (or team name) reach our goal to <purpose of project>! Please visit <project URL> today to support us!