

Crowdfunding Campaign Checklist

Thank you for your interest in creating a UIS Crowdfunding campaign! This checklist should be utilized as you prepare to submit your campaign for review. Additional resources and examples can be found under Tools & Templates. Feel free to reach out to the Crowdfunding Coordinator at any time throughout this process with questions.

- ☐ Identify Team Leader: your crowdfunding team leader
- ☐ Build Team: 4-6 Team Members who will help lead fundraising efforts (can be comprised of UIS students, faculty, staff)
- ☐ Recruit 5-10 Social Media Ambassadors to spread the word (this group can consist of non-UIS community members)
- ☐ Develop a Campaign Plan
 - Campaign name: what you're raising funds for
 - Campaign description (*be specific*)
 - Fundraising goal and budget breakdown (*include specific costs that helped you determine your fundraising goal*)
 - Develop levels of support (ex. \$100 = conference ticket/student)
 - Estimated launch date
 - Make note of any deadlines for the project (ex. *Plane tickets and conference tickets must be purchased by X date*)
 - Gather and/or create photos and a video to include on your fundraising page, in emails, and on social media (*video isn't required but increases campaign success significantly*)
 - Create a banner image (960px W x 400px H)
 - Develop marketing/promotional plan (*utilize our online Tools & Templates to structure your plan*)
 - Determine if you will host any in-person fundraising events
- ☐ Assign specific tasks and responsibilities to team members
- ☐ Each team member (and social media ambassadors if they are comfortable) will create a list of people they will contact for donations (*primarily email contacts, but some can be text or phone calls*)
 - Personalize your team messages and be ready to send emails when the campaign is launched
- ☐ Develop a timeline and plan for thanking and updating donors
 - See Campaign Communication & Promotion Outline for details and requirements
- ☐ Complete the online form to submit your application for review