

# **Crowdfunding: How We Now Save Time but Raise More**

*David Jakielo, Director of Annual Giving*





- **Founded in 1878**
- **Catholic University located in Pittsburgh, PA**
- **8,300+ students**
- **2,500+ employees**
- **101,000+ living alumni**
- **Annual Giving Team: 2 ½ staff members**
- **Duquesne University Spirit Crowdfunding:**  
[www.duq.edu/spirit](http://www.duq.edu/spirit) (Ruffalo Noel Levitz ScaleFunder client)

# Presentation Outline

- **Duquesne University Crowdfunding...Then**
  - How crowdfunding used to look at Duquesne
  - The negatives of our former system
- **Duquesne University Crowdfunding...Now**
  - Breakdown of how implementing crowdfunding cycles streamlined the process to greatly save time and improve:
    - Application promotion
    - Student training
    - Content creation
    - Tasks related to Advancement Services
    - Cross-marketing of campaigns
    - Stewardship
- **Predictions for What's Next**

# **Duquesne University Crowdfunding**

**Then....**

# How Crowdfunding Used to Look

- Applications from student organizations were approved on a **rolling basis**
- Once an application was submitted, **individual meetings** were scheduled with each applicant to discuss the project
- **Additional meetings** were scheduled to assist with training, creation of crowdfunding videos, etc.
- **No set deadline** for applicants to submit content for crowdfunding page
- **Projects were featured sporadically** on our crowdfunding platform throughout the academic year

# Why These Were Negatives

- Applications being accepted on a rolling basis could create a **chaotic work schedule**, especially based on the time of the year (end of calendar year, Day of Giving, etc.)
- It was **time consuming** to schedule meetings with students and doing so **did not guarantee** they would host a campaign
- With no set deadline to submit the crowdfunding content, students would **reach back out months later** saying they were ready to launch
- Since projects were featured sporadically, **each project would be at different stages of their campaign** and require extra attention throughout the process
- **Not necessary** to help students create their crowdfunding videos or content

# **Duquesne University Crowdfunding**

**Now....**

# Two Crowdfunding Cycles

## Cycle #1 - Fall

**Friday, September 17**  
Application Deadline

**September 21 OR September 23**  
Crowdfunding Best Practices Zoom Training

**Friday, October 1**  
Content Due

**October 11-14**  
Quiet Phase of Campaign

**October 15 - November 15**  
Active Phase of Campaign

**November 16-19**  
Thanksgiving Stewardship

## Cycle #2 - Spring

**Friday, February 11**  
Application Deadline

**February 16 OR February 18**  
Crowdfunding Best Practices Zoom Training

**Friday, March 4**  
Content Due

**March 14-17**  
Quiet Phase of Campaign

**March 18 - April 19**  
Active Phase of Campaign

**April 20-27**  
Stewardship



# Application Promotion

- Cycles allowed us to create a marketing plan that encouraged students to submit an application by a certain deadline ([www.duq.edu/spiritapply](http://www.duq.edu/spiritapply)).
  - **E-mail - Crowdfunding blurb with a link to the application sent to:**
    - President's of student organizations
    - Club Sports representatives
    - Campus social media managers (asked to post crowdfunding infographic and link to apply on their social media accounts)
    - Business managers
    - Student Government Association and Duquesne Program Council
    - Past crowdfunding project leaders
  - **Zoom:**
    - Brief presentation at Student Organizations President's Meeting

# Student Training

- **Training Guide:** Once their application is approved, students are provided with a training guide that outlines tips for the entire crowdfunding process:
  - Important deadlines
  - Planning stage
  - Content creation
  - Quiet phase
  - The launch
  - Active phase
  - Final days
  - Stewardship
  - Video tip sheet and e-mail templates
- **Zoom Training:** Two brief Zoom training sessions are offered where I highlight key items in the guide and answer questions. A recording of the training session is made available to the students. Also allows us to put faces with names/e-mail addresses.

**SPIRIT**

Crowdfunding Training Guide



# Content Creation

- Students are responsible for creating all of their content
- All content is sent to me and I create the pages (students see this as a huge help and it builds trust)
- Expect to spend a good portion of time reaching out to students for missing content
- Provide examples of past crowdfunding campaigns and encourage headlines, short paragraphs and bullet points
- Make sure students messaging is clear about why donations are needed and will make an impact
- Some will drop out even if they attended the training

**DUQUESNE UNIVERSITY** Home Submit Application About

## Mic Drop A Cappella 2022

Mic Drop Crowdfunding Campaign 2022

**\$1,702**  
RAISED TOWARD OUR \$1,000 GOAL  
29 Donors

6 DAYS LEFT  
Project ends on April 30, at 12:00 AM EDT

> Project Owners

Share to Maximize IMPACT

**Give Now!**

Description Donor Wall Ambassadors


### Mic Drop A Cappella 2022

**GOAL EXCEEDED BUT DONATIONS STILL BEING ACCEPTED**  
**HELP US REACH OUR STRETCH GOAL OF \$2,000!**

Thanks to the overwhelming generosity of our alumni and friends, our crowdfunding campaign has already exceeded its initial goal but additional donations will further enhance our organization!

#### Duquesne University Mic Drop A Cappella

Mic Drop A Cappella is a student lead a cappella group located and originated at Duquesne University. Mic Drop allows students to come together to practice, perform, and share a unique form of music on campus and throughout the country. The group has 13 student-singers of various majors who arrange and perform music from many different genres.



#### What We Do!

We take part in various events on and off campus in hopes of spreading our love for singing. We spend 5 hours a week rehearsing together, and as individuals, we rehearse close to a total of another 5-7 hours a week in our own time (in addition to rehearsal time). These events take place all year long and our training is dedicated to these projects. For example, we:

- Host an annual winter and spring concert
- Host an invitational concert in which we perform amongst various college a cappella groups from around the east coast
- Represent Duquesne University at the International Championship of Collegiate A Cappella (ICCA), a competition between over 400 selected collegiate a cappella groups from the United States and Canada
- Sponsor and perform at live streams with the help of Duquesne Student Television (DSTV)

#### Why We Need Your Help...

We put a tremendous amount of effort into our endeavors, but we need more than just our voices and passion to do what we love. The money will be used for:

- Entrance fees for competitions
- Travel fees
- Funding towards wireless microphones
- Payment for those who help us produce our music and take our pictures/ videos

**Thank you for your consideration!**

We appreciate your consideration in donating to our campaign. Your donations are an immense help in providing us with the monetary provisions needed to do what we love to the fullest extent. Nothing is better than the sound that we are able to create. The flow of music is so beautiful and complex, yet so simple, and we are proud to possess the capability to create the music that we do with only one instrument... our voices!

#### Levels Choose a giving level

**\$10** Sheet Music  
A gift of \$10 could assist us in purchasing sheet music.

**Contribute \$10**

**\$20** Concert Operations  
A gift of \$20 could assist us in covering the cost of concert operations.

**Contribute \$20**

**\$50** Hosting Events  
A gift of \$50 could assist us in hosting events on campus (ex. Concerts, workshops).

**Contribute \$50**

**\$100** Lodging  
A gift of \$100 could cover the costs of a hotel stay for competitions, workshops, etc.

**Contribute \$100**

**\$250** Audition Video Fee  
A gift of \$250 could pay entirely for our International Competition of Collegiate A Cappella (ICCA)'s audition video fee.

**Contribute \$250**

# Advancement Services

- Cycles also help to streamline the process with Advancement Services, which they will appreciate. Once you have your crowdfunding campaigns confirmed for the cycle then you can:
  - Submit alumni list requests for segmented e-mails
  - Verify gift accounts are established
  - Request to have gift accounts created, if necessary
  - Assign appeal codes

# Cross Marketing of Campaigns

- Crowdfunding newsletter
  - Past crowdfunding donors who subscribed
  - Graduates of the last decade
- Monthly alumni newsletter
- Faculty/staff: monthly newsletter/login screen
- Campus social media managers
- Gift officers
- Parent portal
- Facebook/Instagram ad

 Duquesne University 4h · 🌐 ...  
Duquesne University Spirit is hosting 17 student crowdfunding campaigns for the spring semester. The campaigns end this Tuesday, April 19, and a gift of even \$10 will go a long way to help these students reach their bigger goals.



SPRIT.DUQ.EDU  
**Duquesne University Spirit Crowdfunding**  
Ignite projects inspired in the Spirit of Duquesne

 Duquesne University Alumni Association ...  
Help our students reach their bigger goals with a gift to one or more of our student-driven crowdfunding campaigns. Your gift provides opportunities to students from all backgrounds to discover new possibilities!  
Learn more at <https://www.spirit.duq.edu/>



**SPRIT**  
CROWDFUNDING

**Spirit Crowdfunding**  
Help our students reach their bigger goals with a gift to one or more of our student-driven crowdfunding campaigns on [duq.edu/spirit](https://duq.edu/spirit). Support these projects before the campaigns end on Tuesday, April 19.

# Stewardship

- To be posted on their crowdfunding page and e-mailed directly to donors, I ask students to send me either:
  - A thank you video
  - A thank you photo and message
- Follow-up with students when their crowdfunding dollars were put to use and provide that update to donors so they can see their generosity in action
- Create an overall crowdfunding infographic to post on social media and/or e-mail to donors

# What's Next?

- I want our crowdfunding efforts to constantly evolve...
  - The return of in-person training?
  - Shorten campaigns from 30 days to 15 days?
  - Requirement/privilege to send out a ThankView video
  - Outside of student organizations, continue to educate campus leaders about the option to host Evergreen campaigns

**Questions?**

jakielod@duq.edu

**Join Our HigherEd Crowdfunding  
Facebook Group:**

[www.facebook.com/groups/higheredcrowdfunding](http://www.facebook.com/groups/higheredcrowdfunding)