

UNIVERSITY OF ARIZONA CROWDFUNDING, PROJECT MANAGER ROLES AND RESPONSIBILITIES

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The success of crowdfunding campaigns is directly tied to the passion, commitment, and dedication of the project manager (project manager defined as the individual facilitating the project which is seeking funds; this is not intended to be a development professional). Unlike other fundraising efforts, the project manager is directly responsible for:

- Pre-campaign
 - Writing and gaining approval by unit leader, unit development office (if using the UA platform), and Crowdfunding Committee of a Project Plan.
 - Writing a 1-3 paragraph statement about the project. This statement should quickly answer the “who, what, when, why.” Most importantly, it should describe why this project is important and how it will make an impact on UA students, faculty, and/or communities served. The message should be clear, concise, and easily inform the reader how the money raised will be used.
 - Creating a brief 1-3 minute video with your ‘pitch’ or case for support. Studies have shown that campaigns with a video are 114% more likely to reach their goals. Videos should be personal, but clearly expressing the goals of the campaign. Slides, chart, and still images might also be integrated. Videos must be authentic and do NOT need to be professionally produced or be costly. A simple video recorded on a still video camera or even a mobile device will suffice.
 - Deciding if there are any stewardship benefits associated with giving levels. Stewardship benefits should not (may not for projects on the ScaleFunder UA platform) have any tangible or monetary value. Instead, they should focus on individual stewardship, engagement, and acts of appreciation.
 - Determining four to five giving levels. It is highly recommended that giving levels range between \$25 and \$2,500; however this can be adjusted based on the project.
 - Writing a brief message of appreciation/thanks to send to the funder once a contribution is made. On the ScaleFunder platform, this will be sent automatically.
 - Initiating and supporting request for usage of a third-party platform if applicable. Please note that while UA will attempt to enter into a contract agreement with the third party, the ability to do so cannot be guaranteed.
 - Assuring that accounts are set up to receive funds from the crowdfunding effort.
 - Obtaining final approval of the crowdfunding site content prior to launch.

- Campaign Launch
 - Outreach of the project is reliant upon the project leader and his/her team. This component is essential to any campaign as a vast majority of funders will be in some way tied either personally or professionally to campaign team.
 - As soon as the project's site is launched, the project team should send personal emails to friends, family, colleagues, constituents, and fans. Funds from this community will make up a substantial portion of the project. Encourage these folks to not only support the project, but to forward the information onto others that might have interest in the project.
 - Post links to the campaign project on personal and professional social media sites.
 - Work with University Relations on possible communications strategy.
 - If approved by the departmental/college/center administration, post links on UA unit webpages and in other collateral.
 - Project leaders will post 3-4 updates on the project during the duration of the campaign. These updates will not only keep the project from being static, but also provide updates on fundraising progress, exciting project developments, or new/novel information relevant to the subject matter of the project.
 - These updates will not only be posted on the crowdfunding site, but should also be pushed out by the project team to their initial audience.
 - Project leads may also use the functionality of the crowdfunding site to provide public thanks, encouragement, and appreciation as funders make gifts.
- Post campaign
 - A follow-up message should be sent to all funders 7-10 days after the completion of the project solicitation period. This message is one of appreciation and should update the funders as appropriate.
 - Once the funds are spent and utilized for the completion of the project for which funds were raised, a message should be sent updating funders on the success of the project.
 - All stewardship offerings should be fulfilled within 30 days of completion of the campaign or as agreed upon based upon statements made on the crowdfunding site.