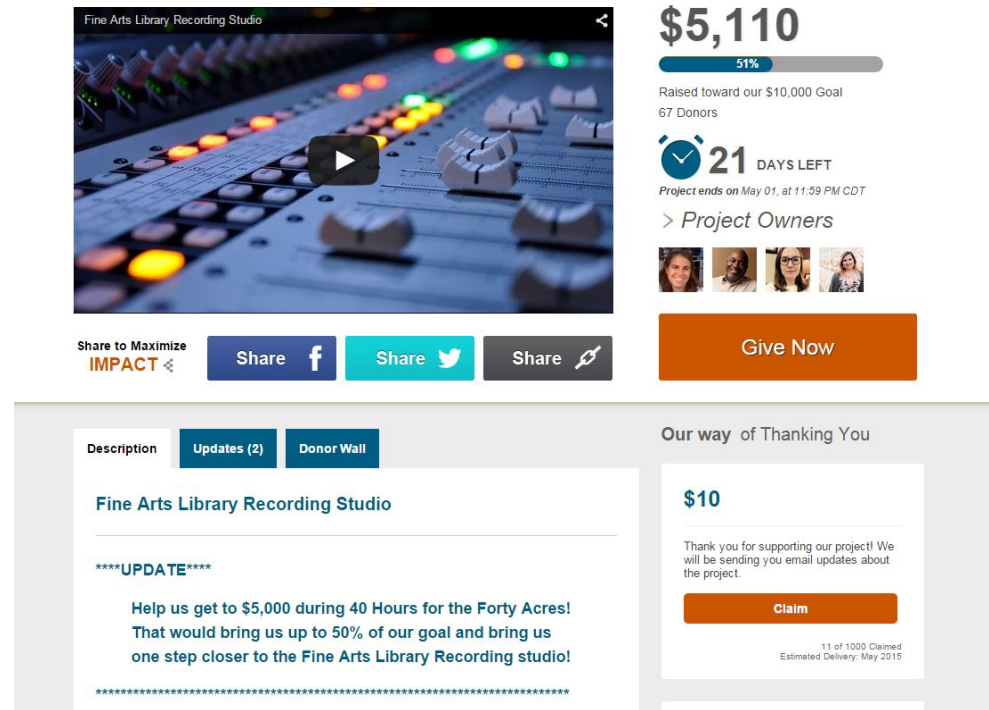


Four's a Crowd: Lessons Learned University of Texas at Austin

NATALIE MOORE, CHIEF DEVELOPMENT OFFICER

Campaign

- Goal: Raise \$10,000 between March 18-May 1, 2015
 - Identified 5 champions who reached out to 10 amplifiers
 - 3 Institutional Solicitations
 - 4 Champion Solicitations
 - 6 Weekly Updates to Donors
 - 4 Outreach Events



The screenshot shows a crowdfunding campaign page for 'Fine Arts Library Recording Studio'. The main visual is a video player showing a close-up of a recording console with various knobs and buttons. To the right of the video, the campaign progress is shown as \$5,110 raised, which is 51% of the \$10,000 goal. There are 67 donors and 21 days left until the project ends on May 01 at 11:59 PM CDT. Below the video are social sharing buttons for Facebook, Twitter, and a general share button. A prominent orange 'Give Now' button is also visible.

\$5,110
51%
Raised toward our \$10,000 Goal
67 Donors

21 DAYS LEFT
Project ends on May 01, at 11:59 PM CDT
> Project Owners

Share to Maximize IMPACT < Share f Share t Share ↗

Give Now

Description Updates (2) Donor Wall

Fine Arts Library Recording Studio

****UPDATE****

Help us get to \$5,000 during 40 Hours for the Forty Acres!
That would bring us up to 50% of our goal and bring us
one step closer to the Fine Arts Library Recording studio!

Our way of Thanking You

\$10

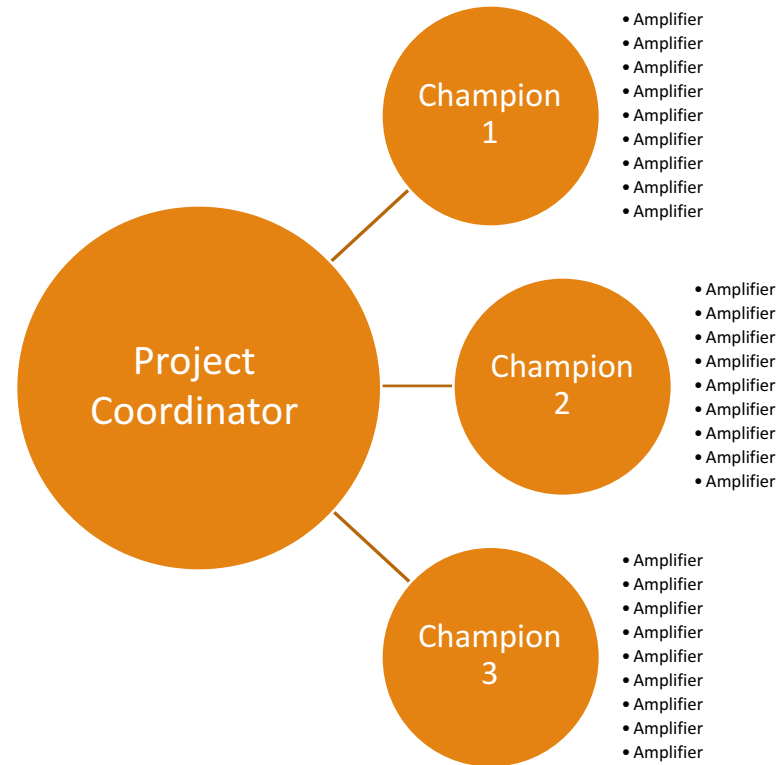
Thank you for supporting our project! We will be sending you email updates about the project.

Claim

11 of 1000 Claimed
Estimated Delivery: May 2015

Creating a plan

- Identify your team and define roles
 - Project Coordinator
 - Champions
 - Amplifiers



Setting Achievable Goals

- How much will it cost to make your project a reality?
- Can you translate donors' impact?
- Work backwards: make a list of prospects and project how much they might contribute, start with your largest contributions and work down
- Make a gift table to help your team understand expectations

Donor Levels	Number of Gifts	Amount
\$1000 and above	2	\$2,000
\$500 to \$999	4	\$2,000
\$250 to \$499	6	\$1,500
\$100 to \$249	15	\$1,500
\$50 to \$99	20	\$1,000
\$25 to \$49	40	\$1,000
\$10 to \$24	90	\$900
\$1 to \$9	100	\$100
TOTAL		\$10,000

Project Team Targets	Number of Gifts	Avg. Gift Amount	Targets
Champion#1	10	\$50	\$500
Champion#2	10	\$250	\$2,500
Champion#3	10	\$10	\$100
Champion#4	20	\$20	\$400
Amplifiers (x 40)	5	\$20	\$4,000
UT Libraries			\$2,500
TOTAL			\$10,000



Helpful tips

- People want to help, but they need direction
- Use photos and video to keep your communications engaging and attention-grabbing
- Create a strategy to share with champions to help them identify their amplifiers
- Create a Social Media Toolkit with sample messaging and a single hashtag for the project
- Keep messaging concise, powerful, and personal

Messages:

Message #1: Send this message out on Monday, March 23. This message will alert people about our HornRaiser campaign and highlight why you think the Fine Arts Library Recording Studio is important.

Examples:

-  The Fine Arts Library Recording Studio will be a creative space for everyone—including music students. The goal is \$10,000. Help us raise \$2,000 this week! #CreateUT
<https://hornraiser.utexas.edu/createut>
-  The @UTFAL Recording Studio will be a space for everyone-not just music students. Help me make it happen! #CreateUT <https://hornraiser.utexas.edu/createut>

Outreach

- Use your physical spaces to reach people that you may not through social networks
- Use events and materials to lead people to site and social campaign
- Photo booth competition
- Buttons and Flyers

Join me in making a gift to support the
Fine Arts Library Recording Studio

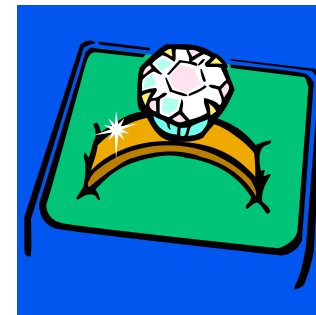


Solicitation

- Front-load your campaign with matching gifts to help maintain momentum
- Stage an ask every week, but assign the ask to different people
- Make it personal.



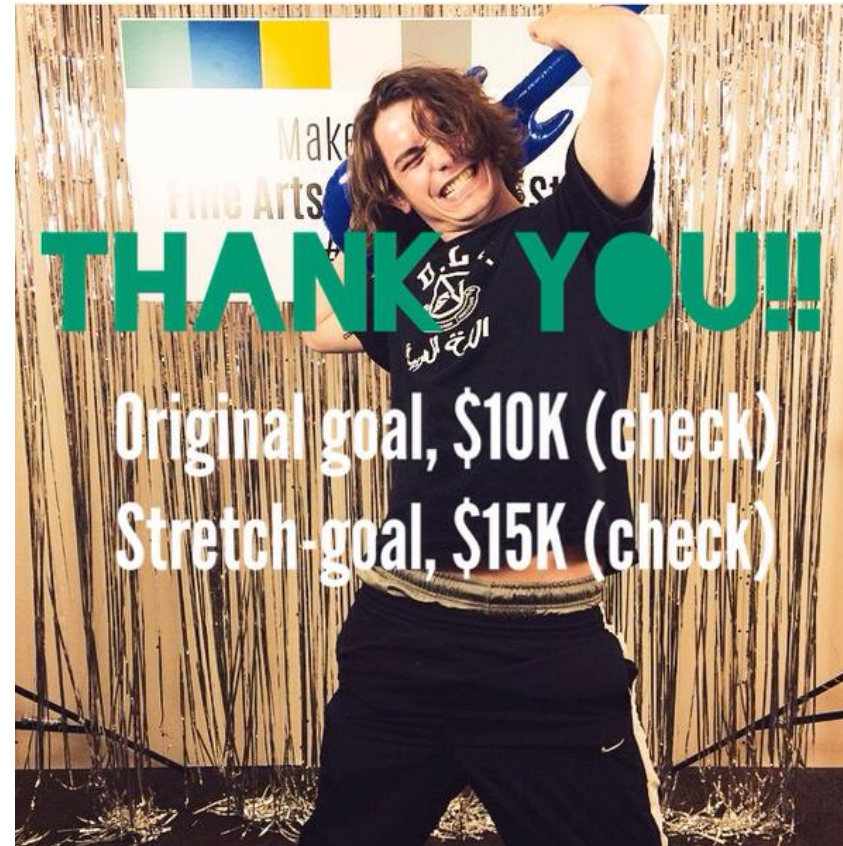
Proposal



SOLICITATION

Results

- 45 Days
- 8 Matching gifts totaling \$4,350
- 127 Gifts
- 158% of our original goal: \$15,895

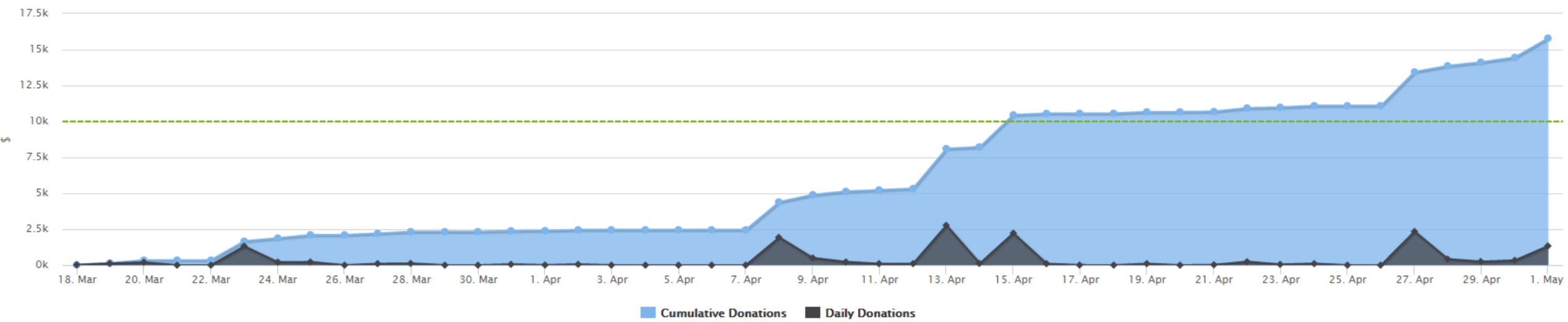


Keys to Success

- Identify a suitable project and assemble a team
- Set an achievable goal and think about how each volunteer will contribute
- Create a plan and set expectations for every volunteer (you can never start too early!)
 - Stage a different ask every week
 - Front-load campaign with matches
- Provide templates! They streamline message and can make volunteering easy
- Every touch counts—use your space!
- Keep in touch after the campaign
- Thank, thank, thank, thank

\$15895 raised from 127 donors since Mar 18, 2015

Online Funding Progress



Social Media Tool Kit

How it works:

Send out social media messages on these dates:

- Monday, March 23 – Campaign launch
- Wednesday, April 1
- Wednesday, April 8
- Wednesday, April 15
- Wednesday, April 22
- Sometime during Wednesday, April 29 or Thursday, April 30

Check our Donor Wall weekly and thank anyone you know... and encourage anyone helping you to do the same! (Donor Wall link: <https://hornraiser.utexas.edu/project/5457f12114bdf71a2872bf48/wall>)



Alex Smith Music Production, Sophomore

Well, I work in my shoddy home studio everyday. It's very low key with the ultimate level of "just the essentials". Having a place to have access to more equipment, like 2 mics, different kind of mics, instruments, workstations, really awesome sound monitors, would make the biggest difference in the world. Having a professional area adds a level beyond hanging up egg cartons and stuffed animals to help reduce room noise. The possibilities are endless.

