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
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
<table>
<thead>
<tr>
<th>Donor Levels</th>
<th>Number of Gifts</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1000 and above</td>
<td>2</td>
<td>$2,000</td>
</tr>
<tr>
<td>$500 to $999</td>
<td>4</td>
<td>$2,000</td>
</tr>
<tr>
<td>$250 to $499</td>
<td>6</td>
<td>$1,500</td>
</tr>
<tr>
<td>$100 to $249</td>
<td>15</td>
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<tr>
<td>$50 to $99</td>
<td>20</td>
<td>$1,000</td>
</tr>
<tr>
<td>$25 to $49</td>
<td>40</td>
<td>$1,000</td>
</tr>
<tr>
<td>$10 to $24</td>
<td>90</td>
<td>$900</td>
</tr>
<tr>
<td>$1 to $9</td>
<td>100</td>
<td>$100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$10,000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Team Targets</th>
<th>Number of Gifts</th>
<th>Avg. Gift Amount</th>
<th>Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champion#1</td>
<td>10</td>
<td>$50</td>
<td>$500</td>
</tr>
<tr>
<td>Champion#2</td>
<td>10</td>
<td>$250</td>
<td>$2,500</td>
</tr>
<tr>
<td>Champion#3</td>
<td>10</td>
<td>$10</td>
<td>$100</td>
</tr>
<tr>
<td>Champion#4</td>
<td>20</td>
<td>$20</td>
<td>$400</td>
</tr>
<tr>
<td>Amplifiers (x 40)</td>
<td>5</td>
<td>$20</td>
<td>$4,000</td>
</tr>
<tr>
<td>UT Libraries</td>
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<td></td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$10,000</strong></td>
</tr>
</tbody>
</table>
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:

Facebook: 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

Twitter: 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.

Every donation will be matched dollar for dollar until we reach $11,660! 
#createut
hornraiser.utexas.edu/createut
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

Cumulative Donations  Daily Donations
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.