WSU Foundation Crowdfunding – Project Manager Responsibilities

The success of crowdfunding campaigns is directly associated with the passion, commitment and dedication of the project team, and often the project manager. The project manager is the individual facilitating the project which is seeking funds. This should always be a verified faculty/staff member and is not intended to be a development professional. The project manager is directly responsible for the following:

- Pre-campaign
  - Completing the Project Plan and gaining approval by leadership of the appropriate college or department.
  - Writing a 1-3 paragraph statement about the project. This statement should quickly answer the “who, what, when, where, why.” Most importantly, it should describe why this project is important and how it will impact WSU students, faculty, staff and community. The message should be clear and concise, while easily informing the reader how the money raised will be used.
  - Write a brief message of appreciation/thanks to send to the funder once a contribution is made. This message should be specific to the project and in addition to the thank you/receipt letter sent by the Foundation.
  - After the project is approved, it is recommended that a brief (1-3 minute) video is created with a case for support. Campaigns with videos are often more likely to be funded because they can tell a better story, or make a better pitch, than a written summary of the project. Videos should be personal, explain the impact of the project and still clearly express the goals of the campaign. Videos do not need to be professionally produced or costly in nature – a simple video recorded on a still video camera, or possibly even a mobile device will usually work.
  - Make certain that accounts are set up to receive funds from the crowdfunding effort.
  - Provide final approval for the crowdfunding project page prior to launch and make sure all necessary information is provided to the Foundation for the crowdfunding projects overview page.

- Campaign Launch
  - Outreach for the project is reliant upon the project leader and their team. A strong leader and team is essential to any campaign as the overwhelming majority of funders will be in some way connected either personally or professionally to the project team.
    - As soon as the project’s site is launched, the project team should send personal emails to friends, family, colleagues, constituents, fans, etc. Funds from this “crowd” will likely make up most/all of the project funding. These prospects should be encouraged to not only support the project, but to forward the campaign information to others they know that might have interest in the project.
    - Post links to the campaign project on personal and professional social media sites.
    - Coordinate with college/department to post links to the project on their website, social media outlets and in other collateral.
  - Project leaders should provide periodic updates on the project throughout the duration of the campaign. These updates should keep the project fresh and provide fundraising progress (fundraising progress provided by Foundation), exciting project developments and any new information relevant to the subject matter of the project.
    - These updates should not only be posted on the crowdfunding site, but should also be pushed out by the project team to their initial audience.
    - Project leaders may also use the project page to provide public thanks and appreciation to funders for their support.

- Post Campaign
o A follow-up message should be sent to all funders 7-10 days after the completion of the project solicitation period. The main message is one of appreciation, but should also update the funders as appropriate.
o It is recommended that once the funds are spent and utilized for completion of the project for which funds were raised, a message should be sent updating funders on the success of the project. This communication and stewardship can help pave the way for future support.

Questions?
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