Crowdfunding with the WSU Foundation – Timeline and Steps

Step 1: Create Your Project Plan  
(Time estimate: up to you)
Define your project and fill out the crowdfunding project application form. What you’ll need:
- A great idea with supporting budget proposal
- A project team to help promote your crowdfunding campaign (social media, email, video, etc.)
- A crowd or audience (define who your prospects are and what your network is for promoting your campaign – collect contact information)

Step 2: Approval of Project Plan  
(Time estimate: 1-2 weeks for review/approval)
Submit your completed project application form to appropriate dean or unit head for approval. The project must be approved at the University level before it is sent on to the Foundation for final verification.

Step 3: Project Page Preparation  
(Time estimate: 4 weeks – may vary due to project volume*)
Congratulations on approval of your project! You will now receive further instructions/information on how to make your crowdfunding campaign a success. Below is a list of some of the responsibilities of the project leader:
- You will be responsible for providing all necessary content for populating a project page (it is recommended a short video is produced and posted to a video platform such as YouTube for linking from the project page).
- You and your project team will be responsible for promoting the project through your own network of contacts via email and social media.
- You will be responsible for providing updates to be posted on your project page (the Foundation will provide periodic updates of project dollars raised).
*Upon project approval you will be given an estimated timeline for development of your project page – this may vary dependent upon the volume of additional projects the Foundation Communications staff is working on.

Step 4: Project Launch  
(Time estimate: 1 week)
Time to do a final review of all campaign materials and responsibilities. Is your project campaign page ready to be operational? Is your video (if created) ready to be viewed? Is your initial prospect list ready to go?
What you’ll need at this stage:
- Project team ready to promote your campaign
- Emails ready to send your prospects (including a link to your project page)
- Social media messages planned and ready to post
- Plan to share campaign updates throughout the project (pre-drafted messages are recommended)

Step 5: Campaign is in Progress  
(Time estimate: 1 – 3 months)
The project is now posted live. At this stage, the Foundation will provide updates regarding dollars raised and the project manager should be prepared to provide periodic updates about the project for the campaign page. Throughout the campaign, project team members should continue to promote the project to their “crowd” frequently.

Step 6: Post Campaign Activities  
(Time estimate: 1-2 weeks)
Congratulations on completing your project and achieving your goal. Within 1-2 weeks, the project team should prepare a final update thanking all donors (and include information on how donors can continue to follow the project, if applicable).

Questions?
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