

University Development

Ignite Ole Miss Campaign Planning Guide

Introduction

University Development's Annual Giving office manages the Ignite Ole Miss crowdfunding platform (<https://ignite.olemiss.edu/>) in order to support the vision, mission and core values of the University of Mississippi. This planning guide provides guidelines, roles, and responsibilities associated with successful crowdfunding campaigns. For additional information or questions, please email ignite@olemiss.edu.

Guidelines

- I. **Allow ample planning time.** Submit your Ignite Ole Miss application at least 6-8 weeks before the proposed launch date of your campaign. The success of your campaign depends on your ability to develop and implement an effective plan. Your plan should include a schedule for emails, social media posts, and campaign updates. Include extra time in your plan for unforeseen delays and other challenges.
- II. **Tell a compelling story.** Organize your campaign around a purpose that is meaningful to an identifiable audience. What problem will you solve if donors fund your project? What need will your project fulfill? That is the story your campaign needs to tell. Consider how to tell your story across various channels and media (e.g. shareable posts/tweets, photos, and videos for social media as well as a brief written narrative for email). Create this content before your campaign is active.
- III. **Connect with your community.** Identify people and groups that care about your campaign's purpose. Who will commit to helping your campaign become a success? Keep in mind that there are many ways to help. Find Collaborators who will help you tell your campaign's story through words, images, and videos. Identify Ambassadors who will share your campaign's story with their friends, family, and entire personal network. Ambassadors should also help enlist others to share your campaign's story. List likely donors from the existing networks of the campaign team (i.e. Collaborators and Ambassadors).
- IV. **Set meaningful and realistic goals.** A typical university crowdfunding campaign will raise \$5,000-\$10,000 with an average gift of approximately \$50. Larger goals require additional planning, resources, and creativity. On average, expect each active campaign team member (see section III. above) to raise approximately \$500.

Roles & Responsibilities

I. Campaign Team Leader (1+ hours per day)

The Team Leader is the main project manager responsible for the campaign's success. This role requires several hours each week to be devoted to campaign development and management. University Development or Annual Giving staff members will not fulfill this role. Team Leader responsibilities include:

1. Develop a campaign plan and timeline
2. Submit Ignite Ole Miss application
3. Recruit and manage campaign team (Collaborators & Ambassadors)
4. Set campaign goal(s)
5. Lead campaign content development (i.e. project description, images, videos, social media posts, campaign updates)
6. Implement campaign communications plan (i.e. send personal emails, post to social media, implement any other communications)
7. Provide project updates to thank donors and show impact

II. Campaign Collaborators (30 minutes-1 hour per day)

Each campaign should identify several Collaborators who can assist the team leader and share campaign leadership responsibilities. Collaborator responsibilities include:

1. Assist in developing a campaign plan and timeline
2. Recruit Campaign Ambassadors
3. Assist in developing campaign content
4. Ask personal networks to contribute
5. Motivate and encourage Campaign Ambassadors

III. Campaign Ambassadors (15-30 minutes per day)

Ambassadors help maximize the campaign's impact by spreading the word among their personal networks. Ambassador responsibilities include:

1. Ask personal networks to contribute
2. Share campaign communications and updates

IV. University Development

University Development reviews campaign applications, content, and communications plans. University Development manages the Ignite Ole Miss platform, consults regarding best practices, and trains campaign teams as necessary. University Development does not create campaign plans or content on behalf of campaign teams.