IGNITE Ole Miss

Toolkit of Resources

TABLE OF CONTENTS

KEY DATES

FALL 2021 CYCLE 1

- July 14 at noon, applications due
- July 21 at 2 p.m., platform training
- Aug. 20 at noon, project deliverables due to UM Development
- Aug. 30 at 5 p.m., soft launch
- Sept. 1 at 9 a.m., project launch
- Oct. 28 at 11:59 p.m., project concludes
- Nov. 5 at 1 p.m., thank-you note party

FALL 2021 CYCLE 2

- Sept. 15 at noon, applications due
- Sept. 22 at 2 p.m., platform training
- Oct. 20 at noon, project deliverables due to UM Development
- Nov. 1 at 5 p.m., soft launch
- Nov. 3 at 9 a.m., project launch
- Dec. 31 at 11:59 p.m., project concludes
- Jan. 11, 2022, at 1 p.m., thank-you note party

SPRING 2022 CYCLE 1

- Nov. 12 at noon, applications due
- Nov. 19 at 2 p.m., platform training
- Dec. 20 at noon, project deliverables due to UM Development
- Jan. 5 at 5 p.m., soft launch
- Jan. 7 at 9 a.m., project launch
- Feb. 28 at 11:59 p.m., project concludes
- March 4 at 1 p.m., thank-you note party

SPRING 2022 CYCLE 2

- Jan. 12 at noon, applications due
- Jan. 19 at 2 p.m., platform training
- Feb 20 at noon, project deliverables due to UM Development
- March 7 at 5 p.m., soft launch
- March 9 at 9 a.m., project launch
- May 11 at 11:59 p.m., project concludes
- May 17 at 1 p.m., thank-you note writing party

SUMMER 2022 CYCLE 1

- March 21 at noon, applications due
- March 29 at 2 p.m., platform training
- May 4 at noon, project deliverables due to UM Development
- May 15 at 5 p.m., soft launch
- May 18 at 9 a.m., project launch
- Aug. 30 at 11:59 p.m., project concludes
- Sept. 5 at 1 p.m., thank-you note writing party

IGNITE CHECK LIST

Prior to Launch

University Development Deliverables:

- ☐ Project appeal code
- ☐ Platform access
- ☐ Platform training
- ☐ Campaign content toolkit
- ☐ Campaign best practices
- ☐ Foundation fund number
- ☐ Platform media specifications
- ☐ Additional email lists if appropriate to the project
- ☐ Stewardship consultation Content editing

Project Team Deliverables:

- ☐ List of project team members and contact information
- ☐ Project name
- ☐ Goal amount – be prepared to share how and why you arrived at that specific goal amount and understanding that the Annual Giving Team may change the goal
- ☐ Project owner headshots, names, titles and bios
- ☐ Email list (40 or more)
- ☐ Email drafts
- ☐ Page description draft
- ☐ Giving levels/perks and descriptions drafts (please remember to share the values of any perks with the Annual Giving Team)
- ☐ Video (optional)
- ☐ Project updates drafts
- ☐ Stewardship plan Thank you video (optional)
- ☐ Thank you graphic (optional)

After Launch

University Development Deliverables:

- ☐ Social media posts across the @OleMissGives channels (Facebook, LinkedIn, Twitter, Instagram) where appropriate
- ☐ News release where Ignite Committee feels appropriate
- ☐ Ongoing coaching and course correction where necessary

Project Team Action Items:

- ☐ Ask friends and family to give to your project
- ☐ Post on social media
- ☐ Implement and manage stewardship plan

IGNITE CAMPAIGN *best practices*

GOAL SETTING

- Most projects can expect to raise between $2,000-$10,000. If this is your first online fundraising campaign, set a modest goal. You can always exceed it!
- In FY20 and FY21, **projects saw more frequent and larger gifts after they hit their goal.** Setting a lower goal allows you to meet this threshold quickly and makes it more likely that people will want to join your successful campaign.
- **Don't be afraid to set a donor goal instead of a dollar goal!** In some instances, you could raise more money that way. Donors feel energized about being part of a group endeavor, which translates into increased generosity.
- **Never publicly launch your campaign at $0.** UM Development will soft launch your project 3-5 days prior to the public launch. Project teams should reach out to a few select donors during the soft launch to ask for help kicking off the campaign.
- During the soft launch, the project team should aim to secure **20-30% of the campaign goal.**

CAMPAIGN CONTENT

- Donors want to know **how their gifts will make an impact.** Approach your content from that lens.
- According to Google Analytics, on average our donors spend 1 minute and 56 seconds on the campaign site. Long videos and lengthy project descriptions are unlikely to be watched or read. **Keep your campaign short yet compelling.**
- While highly produced and polished campaign videos are great, we find that lower quality – or grassroots, from the heart – videos perform just as well if not better. **Donors gravitate to projects that feel authentic and genuine.** Don't feel like you need to have an Oscar-worthy video. It won't tip the scale.
- Have a friend or family member with little to no previous knowledge of your campaign review your content. Ask them if they understand who your group is, what you are asking for and why it's important.

DURING THE CAMPAIGN

- This isn't Field of Dreams. Just because you build it doesn't mean they'll come. **People only give if they are asked.** Don't ask people to "check out" your campaign. Ask them to "make a gift!"
- You have to ask more than once. For the people in the back: **YOU HAVE TO ASK MORE THAN ONCE!** Sorry for shouting, we just want you to be successful.
- You will see a lot of donor activity when you launch and closer to the end of your project. During the "middle" of your project, you may go days or weeks without much donor activity. That's very normal for a crowdfunding project! We expect to see a reverse bell curve of activity during the campaign. **Don't get discouraged.** Just keep sharing and posting about your project.
- You should be posting about your project on social media **at least twice per week.** Remember that generational demographics use social media very differently. Post across all your platforms regularly to ensure you are reaching everyone in your network. Post on your personal pages, but also find out if your department, student organization, school, college or unit will post about your project throughout the campaign. Tag people and places to encourage reposts. Use hashtags to increase visibility. Change up your posts to keep it fresh and interesting. Make it FUN!
- The word "donation" can be a little off-putting when you are asking for money. The word "gift" has more appeal! Consider "contribution" and "investment" also.
- Use the Updates feature to communicate with donors and ask them to share your project! We recommend two updates: one with a progress update and one after the campaign that conveys impact and thanks donors.

PRODUCING COPY FOR *your Ignite Campaign Page*

Before you get started, think to yourself: **If I were having a conversation with a friend about this project, how would I explain it in 30 seconds?** In other words, what is your elevator pitch? Obviously, you wouldn't begin with the entire history of your organization. You'd begin with the value of the campaign, with what this can do and who it can benefit. Think about how you would talk to them, not how you would formally write it out. **THAT** should be the tone for all your campaign copy.

Here is an outline for what that should look like. Use this to organize and structure your pitch to potential donors. ***Note:** All paragraphs should be kept SHORT for readability. Anything over four sentences is too long. Keep this in mind: Our analytics **show the average time spent on the platform is less than two minutes.** Grab their attention quickly, and get to the point!

Headline: Think of the headlines you see in ads. The best ones have a verb. Some direct the reader to do something (Support Sarahfest! Help Pharmacy Students Launch Careers, etc.). Others say what the project does (Education Equity Begins Here). This is not a title; it's an action.

First/Second paragraphs: This is the elevator pitch you mapped out. Aim to keep the first paragraph short. Two sentences of less than 60 or so words are ideal. The first will introduce the campaign quickly. The second paragraph will build the case for support – here is the need, here is why we need your help. The second paragraph can be a bit longer, but no more than four sentences.

Third/Fourth paragraphs: Call to Action. Okay, you've introduced your campaign and explained why the reader should care. Now, give them something to do about it! This is the **CALL TO ACTION**. It might read like this: "To honor his lifelong dedication to Ole Miss students, XXXX's friends and colleagues have established the XXXXXX Scholarship Fund and invite every member of the Ole Miss family to contribute to the cause. Please make a gift!" Or: "To ensure the highest standards of professional development of our graduate students continue, we need your support." Or: "Today, your gift of any size can combine with others to help us purchase XXXX."

Fifth/Sixth paragraphs: Continue to make the case for support. This is your chance to be more specific about the needs and provide a little more background. It's also a great place to use a direct quote – readers love quotes! This should be a statement from an individual associated with the project or someone who will be impacted by it. Quotes are not required, but they can make your copy stronger.

Seventh/Eighth paragraphs: Talk about the impact this campaign will have. It's particularly effective if you can focus on how students will benefit. Emphasize that every donor has a role to play in this impact.

Last paragraph: Very short! Return to your call to action: encourage the reader to make a gift **NOW**.

Note on length: On the internet, shorter is always better. Therefore, if you feel you can make your case succinctly in less than nine paragraphs, feel free to do so!

PRODUCING *Giving Levels or Perks*

We don't have a lot of space and time to engage potential Ignite donors; therefore, every bit of copy on your page should reinforce your pitch. Nothing can be wasted!

A great place to do that quickly is with the giving levels or perks column that runs down the right side of your page. While it's easy to throw out some stair-stepped giving amounts ($25, $50, $100, $500, etc.) and move on, it's best to go the extra mile to give donors more to think about. That translates to gifts!

Some projects use **perks** – these are small tokens or prizes offered at different levels of giving. Remember that this is philanthropic, so if there is any fair market value associated with a perk, it should be vastly smaller than the amount of donation. Here are two examples of projects that used perks to encourage giving and reinforce their message: https://ignite.olemiss.edu/project/16421 and https://ignite.olemiss.edu/project/15555.

However, most Ignite projects use **regular giving levels** – gradually increasing donation amounts that coincide with numbers specific to your story or cover the cost of something in your project. Here is an excellent example of a project that uses giving levels to its advantage: https://ignite.olemiss.edu/project/22658.

Your project will likely use regular giving levels. **Begin by brainstorming any significant numbers to your project.** If you're raising money for a scholarship that will award one student $1,000 per year, that could be one level. If the scholarship is to honor a professor who taught at Ole Miss for 45 years, $45 could be one level. Come up with more numbers than you'll need, and then study your list. You'll want a list of four to six figures that begins with a small donation amount and gradually increases to a very large amount – yes, even $1,000 or more!

Each giving level needs a title and a brief description. So, to carry through on our scholarship in honor of the professor example, that might be:

[title]: 45 Years of Service

[description]: Jane Smith began her career at Ole Miss in the 1970s and helped transform the small department of XXXX into the successful UM School of XXXX, an academic powerhouse at the University. For 45 years, her service and dedication to students made an impact on Ole Miss. Honor that service with a $45 gift today!

... and so on. Use active verbs and be brief but persuasive!

Look through past Ignite projects for more inspiration on giving levels. Get creative, but stay focused on your goal!

PRODUCING COPY FOR *Ignite Campaign Blast Emails*

One of the most effective ways to reach a wide range of donors is sending blast emails using a University of Mississippi Foundation database of potential donors. Think about the people who might be willing to give to your campaign. **Each campaign has many different audiences – a blast email is a great way to reach many of them at the same time.**

If your project qualifies for a blast email, the Annual Giving team will provide the database and send the eblast through our system. Project leaders will write the first draft of the emails you'll send, which will then go through a rigorous editing process by the Annual Giving team. (Don't worry – we have your back!) This guide can help you structure your email draft to be most effective.

Typically, you'll send two emails: one at launch and one to make a final push as your campaign enters its homestretch. This copy guide will be helpful for both emails. Often, the second email is shorter than the first.

FIRST, WHO IS THE EMAIL TO?

As you write, think about all your audience members. This message should be a conversation and an invitation to take part in something exciting. Engage with them about what you think they will find interesting or compelling about the campaign.

SECOND, WHO IS THE EMAIL FROM?

You have a couple of options here. If there is someone associated with your project who is familiar to your audience – say, the dean of your school, a well-known professor, an athlete, an active alumnus, or a student leader – then you may want the email to be "from" them (even if you write it for them and get their approval). People are more likely to open an email from someone they know or have at least heard of.

However, if you don't really have a name with any familiarity to your audience, then it's best that it comes from an organization – for example, Ole Miss Outdoors or Student Affairs or University Counseling Center. The email is from your entire group, not one person speaking for the group.

Decide who your email is "from" before you start writing. That decision changes the whole tone of the message.

STRUCTURE

Email solicitations must be short, direct, use simple language – and this is key – must repeat the call to action many times. People skim emails; they don't read. Make sure they get your message no matter what part of the email they look at. The message is simple: Click here to give. We do not include any links in our emails other than the link to your Ignite campaign page because it's imperative that our readers do not get distracted by other things on the internet. Click here to give. Click here to find out how you can help. Click here to support students. Click here to learn more about this campaign. ALL links go to our campaign page, and every word of your email should be convincing the reader to click a link.

PRODUCING COPY FOR *Ignite Campaign Blast Emails*

1. Greeting: If the email is from a specific person, use a greeting.

Dear Friends,

Dear Ole Miss Family,

Dear Alumni, Faculty and Friends of the School of XXX or Department of XXX,

You get the idea ...

If the letter is from no one in particular, a greeting is not necessary but sometimes used anyway. Your call.

2. First paragraph: The lede

Try to keep this to one sentence. Definitely not more than two. Here are some examples:

As a supporter of XXXX, you have likely heard about XXXX [your activity, event, initiative, etc.], the (a short descriptive clause about XXXX).

For XX years, Jane Doe [served students/helped others/dedicated herself to XXX]. Now, we have the chance to honor her dedication with a gift to the XXXX fund.

At the University of Mississippi [group, school or department], our mission is to XXXXX [brief description of what you do].

Last year, generous donors [helped provide/supported our efforts to/aided students/etc.] by contributing to the XXXX.

3. Second paragraph: Okay, tell me more.

Hopefully, your lead paragraph hooked people into reading on by introducing your group or cause briefly. The second paragraph expands on that introduction with a few more details. Keep this to two to four sentences, no longer.

The last sentence of this paragraph should always be something like, “Now, we can all help this effort.” Or “I’m writing to ask you to support this important work.” Or “Help us honor the [life/work/etc.] of Jane or John Doe with a gift to XXXX.”

4. Third - Fourth paragraph: Who does this help?

If you need a little more space to tell the recipient about yourself or your campaign, do so here. Brag on accomplishments or emphasize the need. Then, move on to: Who will this help? What will donors’ gifts accomplish? It’s okay to get really specific about how much you need and the goal you set for the campaign. **Try to keep things positive!**

5. FIFTH PARAGRAPH: ANOTHER CALL TO ACTION AND THE CROWDFUNDING DIFFERENCE

Here, you remind them of what they need to do. Click here to give [hyperlink to campaign page]. We'll actually link the campaign throughout the message. Since the average gift to an Ignite campaign is around $100, we want to assure them that their gift matters just as much as a big donation. "Every gift of any size makes a difference!" or "Working together, our gifts combine to make a big impact," etc.

6. SIXTH PARAGRAPH: THANK YOU

Even before they have given, let them know how much you appreciate their support for the University or your group, department, or school.

7. CLOSER

Try to end on an uplifting note, with a short, pithy sentence. "Please make a gift today to ensure that XXXXX continues our success!" Or, "Please click here to find out how you can support this important initiative." Or, "Join me as we work to strengthen XXXX!"

After that, a simple "Hotty Toddy!" or "Thank You!" makes a great goodbye. If your email is from a specific person, you might also end with a simple "Sincerely," "With gratitude," "Best Regards," etc.

PRODUCING VIDEO *for your Ignite Campaign*

Ignite Ole Miss project owners have the option of featuring a video on their campaign page. Video is not required but helps tell the story and builds a strong case for support.

Preferred format: MP4 (UM Development will add captions, an intro and outro slide, names and titles, and load your video to YouTube and Vimeo.)

Recommended video duration: Between 60 and 90 seconds. Google Analytics show that our donors spend less than 2 minutes on our page. Anything longer than 90 seconds is not likely to be watched. If you chose to do an additional video for the thank-you page, try for 20 seconds in length.

How to film the video

- You can film your video in many ways, using anything from a professional camera, a regular camera, or even your smart phone. The story that you tell will be more important than the quality. If you're shooting with your own equipment, remember that natural light is always best, and try to minimize background noise or the echoes of a big, empty room.
- If your team would rather use professional equipment, you're in luck! The J.D. Williams Library is home to a professional video recording studio that is free for faculty and staff. STUDIOne is on the first floor of the Library and is available on a walk-in basis or by reservation. The lights, audio equipment, and camera are set up already. All you need to provide is a flash drive. The whole set up starts with one push of a button. STUDIOne also provides an editing software suite so you can cut together your footage. Click HERE to visit the STUDIOne page on the UM Library website.

As you edit your video, you can download a variety of programs or apps to your computer or your smartphone or tablet such as Adobe Premier Pro or Apple's iMovie. Click HERE for tutorials on editing your footage. Remember that UM Development will caption your video, as well as add names, titles, and intro/outro slides to your video before loading it to YouTube and Vimeo.

What should my video include?

As you work on a script and a plan, make sure to check off the following:

- ☐ Clearly state who you are, what you're fundraising for, and why it's important in the first 20 seconds. Remember to keep it fun, friendly, and engaged. Don't sound like you're reading from a script. Just talk!
- ☐ Explain the impact of gifts to your project. How will these contributions be used? What will you accomplish with donor support?
- ☐ Make a direct ask for money and explain why it's urgent that they make a gift now! Do not imply that you want them to give. ASK THEM! (Example: "Please make a gift today to support ....")
- ☐ Videos should have visual interest. Consider having more than one person talking to the camera. Find images that tell your story visually and complement your script.
- ☐ Edit your footage and audio to a final video between 60-90 seconds.

The three most important things to keep in mind when making your video are:

1. People care about stories.
2. People give to people.
3. People need to be asked to give.

GUIDE TO PRODUCING *Images for Ignite Campaigns*

Pro Tip: Don't overthink it. Images are great and a necessary part of every campaign. Images help people visualize what they are supporting. But don't stress over what you will use.

Project Tile Image:

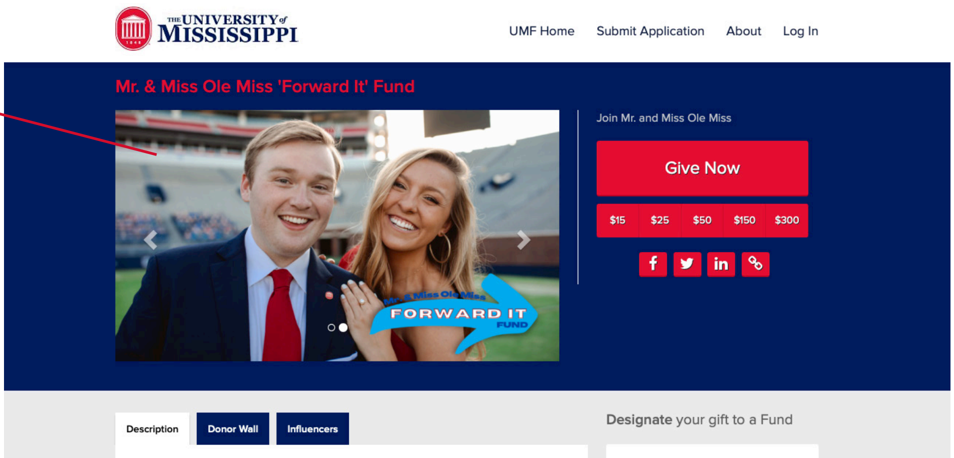
- This image will be used on [the main Ignite Ole Miss page](#) and will serve as a link to the project's main page.
- The dimensions must be 300px wide and 170px high, and a maximum of 4MB.

Project Tile Image

Project Main Image:

- This image will be used when sharing the project on Facebook. It will also display on the project's main page unless you choose to include a video for your project.
- Dimensions must be 606px wide and 343px high, and a maximum of 4MB.

Project Main Image

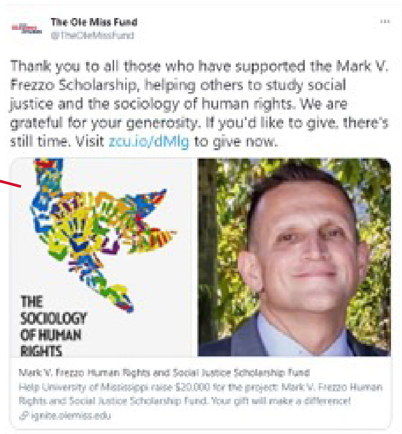


GUIDE TO PRODUCING *Images for Ignite Campaigns*

Social Share Image:

- This image will be used when sharing the project on Twitter, Linkedin, or through a link.
- Dimensions must be 600px wide and 315px high, and a maximum of 4MB.

Social Share Image



Thank-You Image:

- This image will display when a donor makes a gift to your project. If you do not make a custom “Thank-You” image, a generic version will populate.

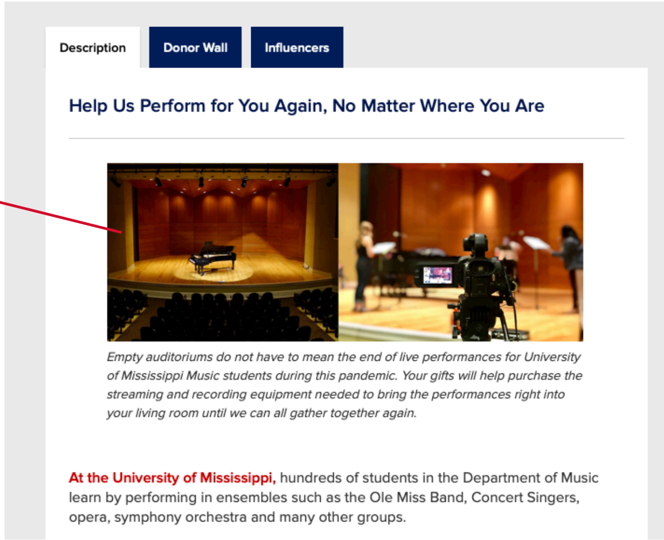
Thank-You Image

GUIDE TO PRODUCING *Images for Ignite Campaigns*

Project Description Images:

- Images can be added to the project description to help tell your project's story. Images help prospective donors visualize what you are asking them to support.

Project Description with Images



Resources:

- Canva is a great and easy resource to make graphic images or add text on top of photos. You can also find lots of great tutorials here.
- Another easy-to-use design resource to create graphics is Adobe Spark. You can use the free option or upgrade for more.
- When making your own graphics, please note these University-wide branding guidelines on colors:
  - » For RED, the Hex color is CF142B
  - » For NAVY, the Hex color is 142142
  - » You may also use the University's official secondary colors. The Hex colors for the three acceptable shades of light blue are 006BA6, 48C6E4, and B1DDF6.
  - » For other acceptable secondary colors, ask us! But it's best to stick to red, navy, white, and powder blue.
- The University also has official fonts. When making your own graphics, try to include them. Some free design resources may not have these fonts available.
  - » Primary font: Termina
  - » Secondary font: Matrole
  - » Accent font: Handelson One
  - » Body copy font: IBM Plex Serif or IBM Plex Sans
- If you need to find photos for your project, use the University's photoshelter to search for images specific to your campaign. The free download size is large enough for use on the platform.

PRODUCING COPY *for Updates*

Before your project launches, you need at least three project updates drafted and ready to post when needed. Project updates are a great way to remind your audience about your project while thanking those who have already given and making them excited to spread the word! Updates can showcase your campaign's progress, give more personal information about your projects, share more interesting stories or videos about your cause, and remind everyone of the ticking time clock on your project.

Three updates are really the minimum – you may want to post more. Think about the milestones your project might hit that are update worthy and plan from there.

THE THREE UPDATES THAT YOU SHOULD DRAFT BEFOREHAND ARE:

- **Halfway There! (either to your goal or to the timed end of the project)**
  Once you've made progress to the goal, let people know. You can also time this update for the midway point in the cycle.
- **Last-minute Appeal**
  People are more likely to give at the beginning and the very end of a project. A ticking time clock is a powerful motivator. Let them know time is running out (One Week Left to Give!) and encourage them to spread the word.
- **Thank You!**
  After the project has ended, post a thank-you message that will be sent to everyone who participated in the project. Let them know what their gifts will accomplish.

OTHER UPDATE POSSIBILITIES:

- **We Hit the Goal!** – If you meet the goal before the project ends, that's not a bad thing! People want to join a winning team. Share your excitement.
- **A Special Gift** – Let others know about matching funds, a large gift from a donor willing to share their story, or a message from the first donor who contributed the seed gift to your project.
- **Video Message** – This can be a thank-you, a testimonial, a message from someone who will benefit from your project or a direct appeal from a project leader.

COPY STRUCTURE FOR UPDATES

Overall length: **SHORT!** No more than 200 words is ideal. Aim to have some sort of picture, graphic or video to accompany your update, but don't let it stop you if you don't have one.

1. Headline: Quick and punchy, "Just One Week Left to Give!" "Your Support Made It Happen!" "We're Halfway to the Finish!"
2. First paragraph: One sentence. Begin with gratitude and your thanks for how far you've come.
3. Second or Third paragraph: Two to three sentences. What next? What do you want them to do now? Do we have more to reach the goal? Is there limited time left? Tell them to spread the word to let others know and encourage them to share the campaign on their social media networks. Show both gratitude and urgency.
4. One short closing sentence, ending on a high note: Thank you for your support! Let's finish strong! **(or something similar)**

GUIDE TO CREATING A *Stewardship Plan*

FAQ

What is stewardship?

Stewardship is thanking your campaign donors and communicating with them the effectiveness of their giving. The purpose of stewardship is to help donors feel their gifts matter to the University and to increase the likelihood they will continue their financial support of our deserving students, faculty, and UM community.

How do we communicate the effectiveness of a donor's gift?

Sharing impact with your donors helps to show that their contributions were put to good use. Impact can be communicated in two ways. First, consider impact statistics that show the quantitative effect of your donors' giving. Next, consider impact anecdotes, personal narratives that demonstrate how your project is bettering individuals within our UM community. We want to reassure donors that their gifts accomplished the purpose which led them to give. Note: Simply sharing how much you raised is NOT communicating the effectiveness of a donor's gift.

Who is responsible for the stewardship of my campaign?

YOU! Project owners are responsible for stewarding their donors during and after the campaign. UM Development will be there to help, but people gave because YOU compelled them to support your project. The most effective stewardship will likewise come from YOU!

What if my project has perks?

If your project has perks (prizes for giving at a certain level), UM Development will help determine fair market value and manage all of the tax considerations during the receipting process. You will be responsible for making sure that the perks are sent to donors in a timely manner. Any costs associated with mailing or shipping these perks are the responsibility of the project owners and should be considered prior to launch. Remember, don't wait till the end of your project to start distributing your perks to donors. Make sure that you are being a good steward of your donors by sending perks soon after a gift is made.

QUESTIONNAIRE:

What type of project is your Ignite Campaign?

Stewardship is thanking your campaign donors and communicating with them the effectiveness of their giving. The purpose of stewardship is to help donors feel their gifts matter to the University and to increase the likelihood they will continue their financial support of our deserving students, faculty, and UM community.

ALUMNI (Chapter or reunion campaign)	**ARTS**	**ATHLETICS**
CLASS GIFT (Class gift campaign involving gifts from current students)	**INSTITUTIONAL** (Institutional-specific projects, needs or general annual giving)	**RESEARCH** (Faculty or laboratory research)
SCHOLARSHIP (Endowment, fellowship, or student emergency funds)	**SPECIAL GIVING DAY PROJECT**	**ATHLETICS** (Clubs, organizations, or other student campaigns)

GUIDE TO CREATING A *Stewardship Plan*

How does your project support the mission of our University?

Does your project offer perks at certain gift levels? If so, are you aware of the fair market value? What are your plans for mailing or shipping the perks to donors?

What are some QUANTITATIVE ways that you can show your donors the impact of their giving? Please note: Total dollars raised, number of donors, and percentage of goal reached are NOT impact. We don't want simply to report results. We want to share with the donors the good news of how we were able to accomplish the purpose that inspired their gifts. (For example: pounds of food the Grove Grocery was able to provide or number of students supported by an emergency fund, etc.)

How quickly after the campaign can you deliver these impact stats?

What are some QUALITATIVE statements that you can share with your donors to illustrate the impact of their giving? (Example: A quote from a student who benefited from a scholarship, or photos of a piece of equipment purchased thanks to Ignite donors with examples about how it is positively effecting research or student experience, etc.)

How quickly after the campaign can you deliver these impact anecdotes?

STEWARDSHIP CHECKLIST:

- ☐ Optional thank-you video that will appear on the donation confirmation page. A generic thank- you video will appear should you chose not to create one, but please know that a personalized video is highly recommended. Keep these to 15-20 seconds in length.
- ☐ Plan to attend the thank-you note writing session within your crowdfunding cycle. It will be super fun – we promise!
- ☐ Deliver any necessary perks to your donors. Don't wait for the campaign to end. Keep up with this weekly.
- ☐ Film a personal thank-you video to any donor that makes a gift more than $1,000. (This threshold may change for some projects.)
- ☐ Post a thank-you update to the platform that informs your donors about the impact of their gifts. Remember, it's not about reporting campaign results. It's about conveying that the resources they provided were put to good use!
- ☐ Deliver impact stats and anecdotes to the UM Development office after the campaign or as early as possible.