# Crowdfunding Through UA Platform

**Step 1:  Create Your Project Plan**              **(Time estimate: you determine)**

*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 (video, social media, email, etc.)*
- *A Foundation fund account for the money that will be raised*
- *A CROWD (define your network for promoting your campaign; collect contact information)*

**Step 2:  Approval of Project Plan**              **(Time estimate: 2-3 weeks for CF Contact review/approval)**

*Get your unit head(s) and development officer (if applicable) on board. Each must sign-off on your project application. Submit your signed project application form to the appropriate Crowdfunding Contact for approval. This is also when you will need to create your project video (if not completed) and collect any picture(s) to be posted on your crowdfunding project campaign page. These materials are required before your project can be posted on the UA crowdfunding platform.*

**Step 3:  Project Page Preparations/Training**              **(Time estimate: 2-3 weeks for project creation/sign-off)**

*Congratulations on approval of your project! Your project plan will be sent to a Crowdfunding Consultant in the UA Foundation Office of Annual Giving. The Crowdfunding Consultant will send you materials on how to make your crowdfunding campaign a success and will contact you to set up a training time. At this stage, you have the option to participate in creating your project page on the UA crowdfunding platform or have a consultant do it for you. You will also receive a login for the crowdfunding platform and training on how to extend access to members of your project team. Project leader responsibilities:*

- *You will be responsible for providing all necessary content for populating a project page (includes producing a video and posting it to a video platform such as YouTube for linking from the project page).*
- *You will be responsible for signing off on your project page before it goes live.*
- *You and your project team will be responsible for promoting the project to your network via email and social media.*
- *You will be responsible for posting updates to your project page and sending thank you's to your donors.*

**Step 4:  Project Launch!**              **(Time estimate: 1 week)**

*Using a project campaign page checklist, you'll do a final review of the crowdfunding campaign page created for your project. What you'll need at this stage:*

- *Project team ready to promote your campaign*
- *Emails ready to send to your crowd (you will include a link to your project page) and social media messages to post*
- *Pre-drafted update messages (or at least a plan of what you'll share as the campaign gets going)*

**Step 5:  Campaign in Progress**              **(Time estimate: 30-45 days)**

*The project is posted live! At this stage, the responsibility of updating and maintaining the campaign page has been passed on to the project manager and team members with access. Throughout the campaign, you and your team members should promote the project to your crowd, post updates, and thank donors.*

**Step 6:  Post Campaign Activities**              **(Time estimate: 1 week)**

*Congratulations on completing your project and achieving your goal! Within 3-5 business days, the project team should post a final update thanking donors and include information on how donors can continue to follow the project.*

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