# CROWDFUNDING OVERVIEW

Listed below you'll find an overview of the Spartans Give Crowdfunding campaign requirements, project details, and more. The goal of this document is to outline what you can achieve with Spartans Give, what will be required of you and your project team, and how Advancement staff will be involved in the process. If you have any questions, please reach out to Assistant Director for Digital Philanthropy, Arjanai Miller, at admille7@uncg.edu. For more info, visit spartansgive.uncg.edu.

## REQUIREMENTS

- Fundraising goal between $500 and $10,000*
- An established Designation/Fund that is ready to receive donations
- The ability to raise at least 30% of your goal prior to launch
- 1-2 Project Team Captains who will lead and organize the campaign
- 3-5 Project Team Members and 5-10+ Project Advocates who will assist with campaign execution (emails, social posts, phone calls, etc.)
- At least 100 personal or professional contacts (Email or Phone)
- Attendance at one Spartans Give interest meeting
- Application/project approval from the Spartans Give Campus Council

## WHAT DOES ADVANCEMENT DO?

- Set up and manage your online donation platform
- Help your team develop a marketing/communications strategy, and provide fundraising insights to help ensure a successful campaign
- Provide digital resources, tools, and best practices
- Assist with broad email outreach to donors, alumni, etc.
- Conduct weekly team check-ins (or as needed) before, during, and after the campaign concludes

## PREVIOUS PROJECTS

- Graduate-level bi-annual writing workshop seminar (Grads Gather at the G)
- Office of Sustainability’s commuter carbon offset program (Spartan DRIVE)
- New arrival immigrant community center (Center for New North Carolinians)
- Genetic Counseling professional development opportunities
- School of Theatre’s “Name a Seat” renovation campaign (Learn more)

Remember: The key is to demonstrate impact with donors and lead with a great, compelling story that inspires the UNCG community to give.

## KEY LINKS

- Spartans Give Website: spartansgive.uncg.edu
- Interest Meeting Signup: go.uncg.edu/spartansgiveinterestmeeting
- Advancement Contact: Arjanai Miller, admille7@uncg.edu, 336-256-0230

*NOTE: If this is your first Spartans Give campaign, your public goal cannot exceed $5,000.*