DuckFunder Projects

Campaign Checklist

Prelaunch

Get excited, committed, and get ready to lay the foundation for a successful campaign or project

1. Gain access to the DuckFunder platform (once your project or campaign has been approved)

2. Commit to your project
   - Are you willing to put in the time and work for your crowdfunding initiative outside of your academic responsibilities?

3. Assemble a team
   - Do you have a team to help you with the development of your project or campaign materials?

4. Identify project ambassadors
   - Do you have three (or more) project ambassadors who can spread the word via their networks and social media? Family, friends, staff and faculty members?

5. Set meetings and plan your strategy

6. Identify your network
   - Is your network big enough to financially support your project?

7. Plan your videos

8. Plan your messaging

9. Plan your giving amounts
   - Did you consider the size of your network when developing your asking amounts?
     - For example, if your network has 500 contacts and you estimate half could make a $20 contribution, then your goal should be 250 contacts x $20 contribution

10. Choose project images (title photo, Facebook and Twitter photos, and donations page image)

11. Create biographies of your team members to post to your project or campaign page

12. Create e-mail lists for each stage of the campaign, from precommitments, to launch, to reminders, to the big conclusion
• List of potential donors (100 people)

13. Identify your perks (intangible item you are promising your donors in return for their financial support)

• Have you verified with the University of Oregon Annual Giving Program if your perks will alter the tax-deductible status of your donor’s donations (this step will be completed once your project or campaign has been approved)?
• Please note: Projects offering any financial incentive or similar incentives, such as equity to a donor in return for their financial contribution toward your project, will not be considered. Please do not use this platform as an investment vehicle. Projects may not grant or offer rights in university intellectual property to donors

14. Gain precampaign or -project verbal financial commitments

• Have you received verbal financial commitments from your network? Depending on your goal, is recommended that your group has 25–70 percent of your funding ready for the first day of your project or campaign
• A minimum of 25 percent of seed funding is recommended for amounts up to $15,000
• As much as 70 percent of seed funding is recommended for amounts greater than $15,000

15. Plan your fulfillment process

• When, where, and how will you produce and deliver what you are promising?
• What shipping carrier will you use?
• How much will it cost? Did you take these costs into consideration?

Active Phase
Create and maintain momentum for your project or campaign

1. Generate buzz

• Press releases
• Contact your list of donors

2. Social media

• Spread the word via Facebook and Twitter
• Connect with new people every day

3. Interact with your donors

• Be open to their feedback
• Respond to their e-mails and questions

4. Send campaign updates

• Celebrate successes and milestones
• Keep your network involved and excitement high

5. Tasks to perform 24 hours before project launch
• Prelaunch meeting with your team
• Reach out to donors who have made precommitments

6. Day one
• Send e-mails to donors who have not made precommitments
• Encourage project ambassadors to post the project to social media

7. After 72 hours
• Check your goal. Did your precommitments follow through on their donations?
• Send your first update to donors. Keep them engaged during the first three days!

8. After one week
• Send an e-mail reminder to those in your network who have not yet donated

9. Week three
• If you prescheduled any offline events (bake sales, for example), use this time to make a final push to reach your monetary goal through these events

10. Throughout the campaign
• Cross-reference your compiled e-mail list with your donors
  o This can be done through the “donations” tab via DuckFunder
• Meet with your project team
• Post updates
  o Let your donors know how much you’ve raised, whether or not your team has hit their goal, how much time is left before the end of your campaign, and so forth
  o Create and send testimonials to encourage giving
• E-mail donors and push your messaging through social media
• If you have some extra time, use it to fulfill as many perks as you can
  o It will save you time at the end of the campaign

Postcampaign
Your campaign or project was a success! Enjoy the moment—but don’t forget, it’s time to deliver and follow through with your promises

1. Thank your donors
• Express gratitude for their support
• Update your project or campaign page
• Post your gratitude via social media and through e-mail

2. Perk updates
• Tell your donors when they should expect their perk to be delivered

3. Fulfill your promise
• Ensure your perks leave on time and are delivered to each individual donor who financially supported your project

4. **If you have the time, send personal handwritten notes or make phone calls to all donors who contributed to your cause**

Updates

• Show the initial impact of donations
• Wait three to four months following the campaign to update your donors if you use the money directly after the campaign, or immediately after the project takes place. Share the success!
• Six months to a year: Show your donors the long-term impact of their donations