



**Achieve your organization's goals and ambitions with a crowdfunding project!**



**Make your crowdfunding project the best ever**

Crowdfunding takes a dedicated team to be successful.

Use tips and guidelines provided by Annual Giving.

We encourage any student organization or campus affiliated organization to consider crowdfunding a part of their annual fundraising efforts. For more information visit <https://crowdfunding.mst.edu> and submit a new project today.

**For more information:**

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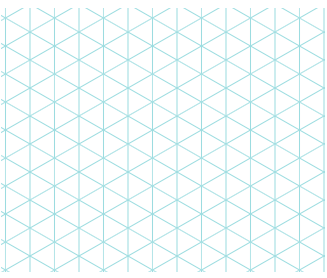
[goodridgen@mst.edu](mailto:goodridgen@mst.edu)

**Crowdfunding at Missouri S&T**



The COVID-19 pandemic has changed how many organizations raise funds. With special events on hold, crowdfunding is more important than ever. Want to get started? Annual Giving would be glad to help you launch a campaign @ <https://crowdfunding.mst.edu>

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# What you need to know before starting a project

## What is crowdfunding?

Crowdfunding is an online platform offered by Annual Giving free of charge.

These are team projects, managed by members of the group with oversight from Annual Giving.

Results focus on peer-to-peer fundraising efforts.

Project dollar goals are typically smaller with gifts made online.

Work hard, think strategically, touch the hearts of prospective donors and your project will be a success.



## What you need to get started with your project:

Set a clear fundraising goal and purpose.

A group of 8-10 team members dedicated to the project.

Concise plan and timeline for the project completion.

## Project specifics:

Initial goals no larger than \$5,000.

Seed money equal to half your total goal amount.

A video no longer than 2 minutes (only royalty-free music can be used).

Project description and page content (will need to include pictures).

## Consider the following when developing your crowdfunding project:

What is it that is going to make students, faculty, staff, alumni, family and friends want to give to your project?

What is unique about your cause?

Consider your time frame. When does a project launch make sense for you and your team specifically?

Take into consideration the amount of time needed during the development of the project.

When the project launches, your team will need to be diligent in promoting the project to prospective donors and practicing good stewardship when they support your cause.

