

UNDERSTANDING FUNDONE

Concordia's crowdfunding platform for
students, researchers and community members

As a FundOne crowdfunder, you serve as an ambassador for the university and your efforts will have a concrete and positive impact on Concordia and our students. This document explains what you need to do to make the most of your fundraising activities.



11 STEPS TO A SUCCESSFUL FUNDONE CAMPAIGN

1 KNOW YOUR STORY
Take the time to define your message. Make sure you know the answers to these six questions — **who, what, where, how, when and, most importantly, why** — before you get started.

2 RECRUIT A FUNDRAISING TEAM
The more people you have soliciting donations, the more prospective donors you will be able to reach, and the more money you will be able to raise for your project.

3 IDENTIFY POTENTIAL DONORS
Before you begin, identify prospective donors. Include friends, family members, peers and colleagues. Divide them among your team and keep track of everyone's contacts using the tracking sheet that will be provided. If you are planning to ask a business or corporation for a FundOne gift, please let us know. The university often approaches companies for donations, and might be in the process of securing a gift with your intended corporate donor for another department.

Fast fact:

The median amount raised for
a FundOne project is \$4,090.

4 DO THE MATH

If you hope to raise \$4,000, and you expect \$100 per donor, that means you'll need to get 40 people to donate. Not everyone you ask will give, and not everyone who will do so will give \$100, so aim to have more people on your potential donor list than you anticipate needing in donors to reach your goal.

5 CREATE A VIDEO

According to a popular crowdfunding platform, projects with videos raise four times as much as those without, so it's worth the work. Keep it short — 60 to 90 seconds will do the trick. Since it'll be on the Concordia website, your video must be approved by University Communications Services staff, so please consult with Advancement and Alumni Relations before finalizing it.

6 PRE-FUNDRAISE

Contact your most likely donors before you launch, with the goal of reaching 10 per cent of your target on Day One. For the rest of your campaign, establish realistic fundraising targets to help keep you on track.

7 DONATE

Lead by example by making your own donation, regardless of the level, on Day One. And don't be shy about it — share with everyone that you care enough about the cause to support it yourself.

8 SPREAD THE WORD AND BE PERSISTENT

Create a communications calendar and start fundraising via all methods. A mix of email, phone calls, personal conversations and social media posts will yield the best results. To secure a donation, it will often take more than a single email, social media post or conversation.

9 LEVERAGE SOCIAL MEDIA

Facebook, Twitter, LinkedIn and other social media platforms are very effective at expanding your reach. You might be surprised to see support for your project from unexpected places. Boost clicks by including a photo in your post. Tag **@ConcordiaAlumni** and **#CUgiving** to help create traction with our alumni and donor followers. Leverage hashtags relevant to your project's focus. Encourage friends, family, stakeholders and donors to share your social media posts with their networks.

10 TRACK YOUR EFFORTS

Once your project is approved, you'll receive a campaign checklist and donor tracking sheet. Use them to stay on top of your campaign momentum. A representative from Advancement and Alumni Relations will follow up with you periodically to see how things are going.

11 CELEBRATE YOUR SUCCESSES

Did your project receive a large contribution? Have you reached a significant milestone early? Share your successes on social media. Your donors' enthusiasm can be contagious. Express your appreciation and show others how important their support can be.

Important: There is a difference between a charitable gift and sponsorship. Official donation receipts cannot be issued when a business provides sponsorship in return for advertising or promotion of its brand, products or services.

Required: Tag at least eight social media posts with **@ConcordiaAlumni** and **#CUgiving**. Include a link to your **FundOne** project page.



TIPS TO CRAFT YOUR MESSAGE

1

BE CONCISE

You're busy, your donor is busy. Keep it simple.

2

BE STRAIGHTFORWARD

Make it clear from the outset that you're fundraising, then get into the details of what you are fundraising for.

3

USE ACTIVE SENTENCES

Make you and your team the active heroes of your story — take credit for the work you have done and intend to do. Use the active form, for example, "We design and build the cars." Avoid passive language, such as "The cars are designed and built by students."

4

AVOID JARGON AND ACRONYMS

Help your donor understand by using lay terms. Explain acronyms. In writing, use the complete name on the first mention followed by the acronym, for example: "John Molson School of Business (JMSB)" — and use the acronym afterwards.

5

ASK DIRECTLY FOR A DONATION

It might seem implied by your conversation that you are looking for donations, but if you don't expressly say, "Would you be willing to contribute \$___ to our goal?" then your prospect might not actually donate.

6

BE RESPECTFUL

Remember you are acting as a representative of your team or group and, to a certain extent, of the university. Please share your excitement and passion with honesty, integrity and respect.

Required:

Copy fundone@concordia.ca
on all your email blasts
(at least two).



WAYS TO GIVE

Donors can give using Visa, MasterCard, American Express, cash or cheque.

ONLINE:

concordia.ca/fundone

PHONE:

514-848-2424, ext. 3884

MAIL:

Cheques payable to Concordia University can be mailed to:

Concordia University

Advancement and Alumni Relations
1455 De Maisonneuve Blvd. W., FB-520
Montreal QC H3G 1M8

IN PERSON:

Visit Concordia's Advancement and Alumni Relations office, 1250 Guy St., Suite 520

CONTACT:

fundone@concordia.ca or 514-848-2424, ext. 3884



**On behalf of Concordia University,
thanks for your efforts and
commitment to FundOne!**

**concordia.ca/fundone
#CUGiving**

