

# UNIVERSITY OF THE PACIFIC

# CROWDFUNDING TOOLKIT



## **CROWDFUNDING** AT UNIVERSITY OF THE PACIFIC

Supporting innovative ideas and  
meaningful causes that make the Pacific  
experience even better!



Pacific Solar Car Club Team raised funds to participate in the 2024 Formula Sun Grand Prix in Kentucky!



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Pacific Women's Volleyball raised over \$20,000 in a 48-Hours crowdfunding campaign to raise funds for supporting nutrition & technology in 2023.

## Overview

Welcome to the official crowdfunding platform of University of the Pacific. Crowdfunding is an effective way for Pacific students and faculty to fund special projects and without paying fees associated with other crowdfunding platforms. Crowdfunding is also a great way for community members to become involved with the many exciting things happening at Pacific. It encourages a community of philanthropy on our three campuses and beyond!

This document is designed to help you understand the expectations shared between the Annual Giving office and your department to make your crowdfunding project a reality. There is no way to guarantee your goal will be funded 100%, but there are steps we can take together that will certainly point you in the right direction.

## What is Crowdfunding?

Crowdfunding is a way of raising money to fund special projects. It enables you to raise small gifts from a large number of donors via an online platform.

# About Crowdfunding at Pacific

All Pacific Crowdfunding projects are student/faculty-owned, meaning that 100% of the proceeds directly benefit your project. If you are a current Pacific student or faculty member, we encourage you to use our checklist in this document to prepare for a crowdfunding project. Once you are ready, submit an application with your fundraising idea. If approved, Pacific's Office of Annual Giving will help you set up a crowdfunding page and develop a marketing strategy to help your project reach its goal.

Our goal is to help support Pacific students and faculty members who have big ideas and need funding to make it happen! We invite you to [explore our page](#) and support a project that interests you.

## Application Process

**To apply: you must be a current Pacific student, faculty member, or staff.**

Please submit your application as early as possible, but no later than 2 months before the date you will need to access the funds raised. This will allow our office enough time to review your application, collect/create your campaign's collateral materials, and help you run a well-planned fundraising campaign. Your application may be denied if your project deadline is not within this window. Raising thousands of dollars takes time and good planning.

When you think you're ready, look at your calendars and submit your application as soon as possible. If there isn't enough time this year, start planning for next year!



**BLSA reached a record-high number of 13 members this previous academic year and is looking to keep growing.**

BLSA (Black Law Students Association) enrolled at the McGeorge School of Law launched and completed their first crowdfunding project in 2024 raising \$3,800!

# Application Checklist

Further application details and examples are listed below. Please use this checklist before applying to ensure you have all your items available.

## **Brief Description**

- Please provide a detailed summary of what you will be fundraising for and who it will benefit.
- Project examples might be supplies for service work, a trip to complete a specified task, or materials needed to complete a required senior project.
- Initiative examples include a Pacific-related project your organization is trying to launch, introduce a new program, or enhance an existing program on campus.
- Tangible item examples: A piece of equipment needed in a department for educational purposes or something that would benefit many Pacific students across campus.

Fundraising projects whose primary focus does not benefit or enhance the experience of Pacific students will not be considered. The type of project you choose to submit should have a lasting impact and help further the mission of the Pacific group it benefits. Do not submit proposals to fund projects for individual group members such as t-shirts or sweatshirts, catering costs, office supplies or to benefit any organization external to Pacific.

## **Fundraising Goal**

Provide an outline of when and how the money will be spent if your project is fully funded. Although there is no set dollar range for projects, the goal must be appropriate and reasonable. Like most crowdfunding projects, your fundraising total will come from many small gifts as opposed to a few large gifts. Suggested fundraising goals are \$500-\$5,000. If you are hoping to raise more than \$10,000, please reach out to the Office of Annual Giving directly for alternative opportunities.

## **Who is responsible for submitting updates on the project?**

Everyone involved in your organization or group is expected to help spread the word about your fundraising project via their social networks. You will be required to have a minimum of three project leads, with one of those leads serving as the primary “point of contact.” They will work directly with the Annual Giving Office to provide updates and troubleshoot on behalf of the group. This individual will also be asked to attend planning meetings before, during, and after your fundraising campaign. In addition, we will ask you to provide a minimum of 5 project ambassadors who will head the fundraising effort, share the site link through their networks, support the project leads, and serve as advocates to promote your project. Campaigns shared fewer than 2 times have a 97% chance of failure.

**Project Point of Contact**     **Project Heads**     **(5) Project Ambassadors**

## **Faculty or Staff Involved with Project**

If you are a student, do you have a faculty or staff member, department head, coach or advisor who is committed to helping you reach your goal or an advisor? Please provide their info on your application.

## **Has your project already been approved by a department head, advisor, or coach?**

All crowdfunding projects, including student projects, must receive approval from a department head, advisor, or coach to ensure successful setup and management. This process helps verify that the project is viable and aligns with institutional goals. Additionally, it confirms that there is an established and dedicated fund to manage and distribute any potential donations received, ensuring proper financial oversight and accountability.

## **Are you willing to commit time and effort to fundraising for your project?**

We recommend a quiet period of fundraising to reach 30% of your goal before launching a crowdfunding site for the remaining 70%. The 30% benchmark confirms an interest, ensures momentum, and establishes a probability for success. We ask that project leads dedicate time to fundraising through their networks before applying. Once your application is approved, we will ask that project owners/leads draft and submit a communication schedule with the Annual Giving Office that outlines specific touchpoints in the timeline of the campaign that includes: 1) when the site goes live; 2) 30% of the goal reached; 3) 50% of goal reached; 4) 75% of goal reached; 5) almost there;) successfully met the goal. We will also ask that you monitor your crowdfunding site for progress, provide updates, and thank your donors. Crowdfunding campaigns get 126% more donations when owners update supporters.

## **Content Creation**

Your campaign page must contain a project description such as an overview of both long-term and short-term goals, as well as the impact this project could make on your group. Please note, that this text also gets shared when you “share” your project link on social media, so keep it short, sweet, and concise. You may also want to include a personal message for prospective donors to learn more about your campaign. High-resolution images and videos can also be included on your project site – adding media is highly recommended. Crowdfunding campaigns with personal videos raise 150% more than those that don't have videos.

Please have high-resolution photos and videos available when you start your application.

**When you are ready, please complete the Crowdfunding Project Application in its entirety by visiting: <https://crowdfunding.pacific.edu>**

# Best Practices & Responsibilities

Congratulations on your upcoming crowdfunding project! These initiatives are most successful when they are seen as a collaborative effort. We are excited to work with you because you are passionate about this project. We desire to support you and see your team succeed.

## Best Practices:

**Your project is your passion!** It will be heard best by your audience from you.

**Create a video that explains the following:** Why you are passionate about this project; What the impact potential is; and how the funds will be used. Remember to keep it short, but sweet. The video should not be much longer than 1 minute. Videos should be uploaded to YouTube or Vimeo, and the link shared with the Annual Giving team.

**Provide pictures** of the team or even the potential project impact.

**Provide descriptions** and giving levels to help the funder understand the costs involved.

**Share, share, share!** Your network will hear your passion the best, encourage them to share too! We are here to help you create your crowdfunding platform, but it's up to you and your team to spread your message and demonstrate why supporting your project is important.

**Follow up and send thanks as soon as possible!** As donations are made, you will be provided with the donor's name and contact information. It is critical to send a quick note of thanks soon after receiving this information. This may encourage the donor to share your project or maybe give more as you get closer to your goal.

**Show off your results!** Donors love to see the impact of their giving. Thank you messages, update messages, and sharing end-of-campaign results should be done as early as possible, but updates on the impact of giving can be 3, 6, or even 12 months after the crowdfunding is completed.

**Know your timeline.** Creating a sense of urgency often encourages donor response. A typical crowdfunding page is usually live between 30-45 days.

## Key Players in Crowdfunding:

- |  |   |
|--|---|
| <input type="checkbox"/> Department Head/Advisor/Coach   | <input type="checkbox"/> Project Ambassadors      |
| <input type="checkbox"/> Project Lead – Point of Contact | <input type="checkbox"/> Annual Giving Department |
| <input type="checkbox"/> Project Team Leads/Members      | <input type="checkbox"/> Donors                   |

# Sample Email & Text

## Email Sample Content:

Dear {Name},

I hope this message finds you well. My name is {Your Name}, and I am a member of {Insert Student Organization}, a student organization here at University of the Pacific. We are excited to announce the launch of our crowdfunding campaign to support {specific purpose, e.g., new equipment, event funding, student organization projects}.

Our organization strives to {briefly describe the mission or activities of the organization}. With your support, we can achieve our goals and make a meaningful impact. Every contribution, no matter the size, helps us get closer to our target and enables us to continue our important work.

We invite you to consider supporting our project. You can learn more and contribute by visiting our crowdfunding page at {link to crowdfunding page}.

On behalf of the student like me who will be greatly impacted by your generosity —  
Thank you!

{Your Name}

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## Text Message Sample Content:

Hi {Prospective Donor's name}, this is {Your Name} from {Student Organization Name} at University of the Pacific. We're raising funds for {specific purpose} and would love to have your support! Any contribution helps. Check out our campaign here: {link to crowdfunding page}. Thanks so much!

Hi {Prospective Donor's name}, this is {Your Name} from {Student Organization Name} at University of the Pacific. We're crowdfunding to support {specific purpose}. Your donation will directly help students {specify how it impacts students} Check out our crowdfunding page here: {link to crowdfunding page}. Thanks so much for your support!

# Social Media Platforms to Follow & Share



<https://www.facebook.com/universityofthepacific/>



@universityofthepacific



@pacificalumni



@UOPacific



linkedIn: [www.linkedin.com/school/university-of-the-pacific/](http://www.linkedin.com/school/university-of-the-pacific/)

## Sample Posts & Tweets:

**Twitter(X):** Exciting news! {Student Organization} at University of the Pacific is crowdfunding for {specific purpose}. Your support helps us gain valuable experiences and opportunities. Every bit counts! Check our campaign and donate here: {link to crowdfunding page} #supportstudents #crowdfunding #GoTigers

**Facebook:** Join the Pacific community as we support student organizations like {insert student organization}! Your gift of any amount can ensure our student organizations have the valuable resources needed for opportunities to grow. Please consider donating and sharing our campaign with your network. Together we can achieve our goals! {insert link to crowdfunding site}.

**Instagram:** I made my gift in support of {Insert Student Organization}! We need your support! We're crowdfunding to support {specific purpose}, helping our students gain valuable experiences and opportunities. Help our group make an impact on student's lives by donating towards {insert project name}. For the link to give, visit {insert crowdfunding site}.

**LinkedIn:** Join our Pacific community as we support campus organizations like {insert student organization}! Projects like this provide an opportunity for Pacific students to get our projects and initiatives funded to support {specific cause} and create enriching experiences for students like me. Click the link to Give Today: {insert crowdfunding link}.

## Site Images:

Sizes for the tile, main page on Gravyty, and social media image sizes.

- Banner Image size: Image must be at least 1920 x 355 px in .PNG or .JPG format (Maximum 800KB).
- Campaign Logo Image size: For best results, image must be 500 x 500 px and in .PNG or .JPG format (Maximum 800KB).
- Gallery Image size: Images must be 680 x 380 px and in .PNG or .JPG format (Maximum 800KB).
- Video: YouTube or Vimeo share links.
- A minimum of 2 media assets are required to display the media gallery carousel buttons.
- Social Share Dimensions (on Crowdfunding site): 600 px wide and 315 high (Maximum 4MB).

## University of the Pacific – Brand Identity

The University of the Pacific brand is not just a name, logo, or motto. It is, and always will be the positive impact the university has on its students and the region.

It is important to note that from a branding perspective, the structure outlined in these guidelines is strategic, intentional, and important to the success of the University's overall branding objectives. Please review this link before to become familiar with the proper use of university branding including official logos, schools and lockups, typography, colors, images, graphic elements, and resources:

<https://publications.pacific.edu/pacific-brand-identity>

# Social Media Strategy:

**Planning** – Maximize the time, reach, and impact of your crowdfunding campaign by planning as early as you can. Begin by identifying the key social media platforms where your target audience is most active. Develop a content calendar that outlines what, when, and where you post. Schedule a mix of different content that includes images, videos, stories, and live updates, to keep your audience interested and engaged. Anticipate your posts around milestones such as going live, halfway points, or 75% of the goal to build excitement and momentum.

**Tell a story** – Your content tells a story, if your audience doesn't understand what, why, and how, it can be difficult to share the significance of your campaign. Authentic, behind-the-scenes content showing you working, training, brainstorming, or sharing aspirations can create an emotional appeal that resonates with viewers.

## **Think through the following questions:**

- Did I share what the campaign is?
- Did I demonstrate why this is important to our organization?
- Did I show a clear action on how they can learn more or support us?

**Be consistent** – being consistent is key to maintaining engagement. Develop some content and add to your calendar to ensure regular updates, sharing behind-the-scenes looks, progress updates, and personal stories to create a narrative where potential supporters can connect to your project.

**Visual Assets:** Feature students in the images or videos – Featuring students in images and videos is a powerful way to humanize your crowdfunding campaign and have a stronger connection with your audience. Visual content that includes real people, especially the students behind the project can make your post more relatable and credible.






**Create a hashtag for your campaign** – Hashtags play a pivotal role in amplifying the reach of your social media posts and connecting with a broader audience. They function as a discovery tool, enabling users interested in specific topics to find your content more easily. Balance out the use of popular hashtags like #crowdfunding with your unique campaign-specific hashtag. Having a unique hashtag for your group can foster a sense of community and make it easier for your supporters to follow and share updates while increasing your crowdfunding visibility.

**Be responsive and engage with your social media audience** – Engagement is just as important as content creation. Respond promptly to comments and messages, and show appreciation for every contribution, no matter the giving amount. Encourage your supporters to share your campaign within their networks by creating shareable content. Collaborate with your ambassadors and supporters to broaden your reach and credibility.

**Utilize social media tools** – There are many free social media templates to plan, create, and publish your content. Take advantage of some tools that are available to students. You can sign up for free access with Figma for design, Unsplash for free quality stock photos, and Animaker, Animoto, Bitable, Veed, Envato Elements for video creation and editing. Adobe Express is available for free and includes thousands of social media templates!

**Be mindful of web accessibility** – consider the fonts, readability, and color contrast in your posts and images. A focus on accessibility in your social media posts can help ensure that you are compliant with laws and regulations, such as the Americans with Disabilities Act (ADA). Accessible online content means that everyone is included – no one is left out of receiving your important message.

Check out this link for a web contrast checker and more info on making sure you stay compliant: <https://webaim.org/resources/contrastchecker/>

					
<b>Profile Photo</b>	170 x 170 px	320 x 320 px	400 x 400 px	400 x 400 px	200 x 200 px
<b>Landscape Post</b>	1200 x 630 px	1080 x 566 px	1200 x 627 px	1600 x 900 px	1920 x 1080 px
<b>Portrait Post</b>	630 x 1200 px	1080 x 1350 px	627 x 1200 px	1080 x 1350 px	1080 x 1950 px
<b>Square Post</b>	1200 x 1200 px	1080 x 1080 px	1080 x 1080 px	1080 x 1080 px	1080 x 1080 px
<b>Stories</b>	1080 x 1920 px	1080 x 1080 px	N/A	N/A	1080 x 1920 px
<b>Cover Photo</b>	851 x 315 px	N/A	1128 x 191 px	1500 x 1500 px	N/A



Pacific Motorsports Project Manager, Zack Hearn, seen here at the 2024 Competition in Michigan. The team has been crowdfunding for the past 3 consecutive years. They attended the 2022 Formula SAE competition at Michigan International Speedway for the first time in school history; and raised \$3,755 to support their 2024 competition goals. The team is now ready to launch its 2025 Crowdfunding campaign.

# Project Team Commitments Schedule

## *(14 days before launch)*

Task	Person Responsible	Completed
Record video and provide link to video and proper side images to AG Dept.		
Provide website descriptions and bios (if applicable)		
Provide giving levels and descriptions.		

## *(During Project)*

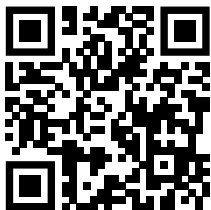
Task	Person Responsible	Completed
Email personal contacts		
Share social media postings on team platforms		
Ongoing follow up with donors		

# Annual Giving Department Commitments

Task	Timing
Set up website	Prior to launch
Schedule social media posts with strat/comm ( <i>if applicable for AG team collabs with departments/schools - not for student groups</i> )	During Project
Provide suggested email verbiage for personal contacts (Toolkit)	During Project
Send email(s) to alumni/college donor contacts based on interest criteria (DO, or dept head/coach advisors??)	During Project
Update website throughout initiative with total donations	During Project
Provide names/contact information regularly of donors.	During Project



Clockwise: Pacific Women's Swimming, Pacific Solar Car Club, McGeorge LatinX Law Students Association, Society of Hispanic Professional Engineers (SHPE), and Pacific Men's Basketball.



<https://crowdfunding.pacific.edu>

Throughout the project and after, if you have questions, please contact:

**Office of Annual Giving**

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Vereschagin Alumni House, 2nd Floor  
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209.946.2500  
[pacificfund@pacific.edu](mailto:pacificfund@pacific.edu)