USFHERDFUNDER

Crowdfunding Application and Project Plan

Project Name: _____

Contact Information

Name _____ Title _____

Phone Number _____ Email Address _____

What USF System entity do you represent? *(college/department/group)*

Name _____

Website _____

Are you a registered student organization? ◯ Yes ◯ No

If YES, who is the USF Faculty/Staff Advisor you are working with; what area?

_____

USF Faculty/Staff Advisor Email Address (if applicable) _____

If not a student organization, has the leadership in your division (i.e. Dean, Vice President) approved of this project?

◯ Yes ◯ No

Do you know if the division/unit represented by your project has assigned Foundation support? (i.e. Development Officer)

◯ Yes ◯ No ◯ Not Sure

If applicable, have you discussed this project with the Foundation staff member?

◯ Yes ◯ No ◯ Not Applicable

Is there a Foundation fund account already established for this project?

◯ Yes ◯ No ◯ Not Sure

If YES, what is the Foundation fund name and number?

Fund Name _____

Fund Number _____

Project Plan

As you plan your project, please keep in mind **it can take 10–12 weeks of active work during the actual campaign, but it can also take 2–4 weeks for project approval prior to the launch date.** *If there isn't enough time this year, start planning for next!*

1) What is the target launch date for your project? _____

2) Does the project launch date coordinate with an activity or event? ◯ Yes ◯ No

3) If answer to above is YES, what is the event name and date?

Event Name _____ Date _____

4) What is the purpose of your project?

5) What is the anticipated HerdFunder goal amount for the project? _____

6) How will the funds raised for this project be used? (Please be specific.)

7) How many days do you plan to run your campaign? (Example: 30, 60, or 90 days)

_____

The success of your HerdFunder project is determined by the involvement and participation of your team. Below will be critical to ensuring goals are met.

8) How many group members do you have helping to facilitate this project?

_____

9) How many of your group members are willing to share the project on social media and via email?

_____

10) Are you and your team willing and able to commit at least 20 minutes each day to promote your project via calls, email and social media; provide updates; and facilitate stewardship efforts throughout the tenure of your project?

◯ Yes   ◯ No

11) Do you have images on hand and available to be used for this project?

◯ Yes   ◯ No

12) Does your group have the ability to record a 2-minute (or shorter) video describing the project?

◯ Yes   ◯ No

13) Does your group have the ability to write the project description and other web page content?

◯ Yes   ◯ No

14) Who is your ideal target audience and whom do you plan to ask for contributions?

15) Why do you believe in your project's ability to succeed?

16) Why should donors contribute to this project? (How will your project change a life, change your field, change the world?)

Project Team

Project Manager (Main contact, responsible for all project deliverables/deadlines)
The Project Manager will facilitate the creation of the HerdFunder project webpage and promotion plan with the Office of Annual Giving. The Project Manager will also be the main point of contact throughout the campaign. Example: Program Director, Communications & Marketing Officer, etc.

Name _____ Title _____

Department/Organization _____

Phone Number _____ Email Address _____

Will he/she be a "Featured" Project Owner on HerdFunder page? ◯ Yes ◯ No

"Featured" Project Owners (Photo & bio will be featured on the HerdFunder project page)
Featured Project Owners are your project champions and the face of your campaign. Example: Students, Faculty & Staff, Donors, etc. Please note, Featured Project Owners should <u>not</u> be Development Officers.

*There is no limit to the number of Featured Project Owners a project may have. Additional Featured Project Owners may be included in an attachment.

Name _____ Title _____

Department/Organization _____

Name _____ Title _____

Department/Organization _____

Name _____ Title _____

Department/Organization _____

Name _____ Title _____

Department/Organization _____

USF HerdFunder Project Agreement

By signing below, our project team agrees to the following:

- Our project team will provide all needed campaign content to the Office of Annual Giving and adhere to all deadlines established for the project timeline.

- During the duration of the campaign, our project team and any others associated with our project will not launch any crowdfunding efforts on competing crowdfunding platforms (i.e. GoFundMe, etc.).

- Our project team agrees to carry out the marketing plan established for the project to ensure our HerdFunder project is a success.

Project Applicant

☐ *By checking this box and typing my name below, I am electronically signing the project agreement.

Signature _____ Date _____

Project Manager

☐ *By checking this box and typing my name below, I am electronically signing the project agreement.

Signature _____ Date _____

Please send completed HerdFunder applications to the USF Office of Annual Giving at herdfunder@usf.edu. Thank you!

Please allow 2–4 weeks from date application is received for project approval.

For Internal Use Only

Date Received by Annual Giving Office _____