Beavs Give

What is it?

Beavs Give is the crowdfunding program supported through the Oregon State University Foundation. You can use Beavs Give to raise funds for a specific cause or project by tapping into your network of friends, family and alumni.

Do I have the right project for Beavs Give?

Successful projects are:

- Specific and tangible
  - You should be raising the funds you need for a <u>specific</u> item(s), event, outreach effort, etc.
- Short-term
  - Average projects run 30-45 days
- Have Realistic Goals
  - The average crowdfunding project will raise less than $2,000.
    - The amount of work your team puts into outreach will directly impact the success of the project.
- Have a clear audience
  - The best audience is your network, including your personal friends, family, and individuals with ties to your program, etc. Will your project appeal to your network?
- Are run by YOU!
  - You and your team/group members are the best advocates for your goal. Successful projects have communications and activities that are driven by project leaders and members. The OSU Foundation is here to help guide and advise, but your commitment is what will make sure you reach your goal.

Beavs Give Project Checklist

<u>Things to Consider:</u>
- What is the project, and why does it need funding?
- Who is the target audience that will be asked to give?

- o Please remember your group will need to do outreach to this audience and your network.
- What is the goal and timeline for this project?
- Is this a priority for the department/unit and will they help distribute this information?
  - o Are they willing/able to post your project on social media? Send emails?

Content:

- **Copy Requirements:** You need to write messaging for OSU Foundation to post on your project page. Messaging will include a **summary of the project, why it is important, and why someone should give to it**. You need a very clear call to action, such as "Give now to…" Your messaging should not be longer than 300 words.
  - o As project owner, you will be responsible for creating this draft text, and the OSUF team will edit for clarity and effectiveness.

- **Image Requirements:** A Beavs Give page requires a cover photo (1500x1500) and a logo (300x300). We can also include video content on your page with a YouTube URL. Please note videos are subject to consideration and may not be accepted based on messaging, quality and content.
  - o **Image Tips:**
    - Frame your subject (meaning eyes are in focus, the background isn't too busy, and you aren't too close or too far away)
    - The rule of thirds helps you frame a great photo (usually). Most smartphone cameras offer this frame capability to show while you're photographing. You want your focal point on one of the lines or where the lines intersect (for example, have the person's face meet one of these areas)
    - Wipe off your camera lens before you click!
    - If you're photographing a person, holding the camera upright is best. If you're photographing scenery, hold it sideways.
    - Tap your focal point on the screen of your phone to focus and then click the shutter button.
    - Natural light/photographing outdoors will look best.
    - Trying a different angle could make a shot more interesting - squat down towards the floor or hold the camera up above.

- **Giving Levels**: Standard gift levels are $20, $50, $100, with a write-in amount option. The minimum the OSUF will accept is $5.
- **Statistic displays:** Please provide any goals you may have for your project: dollar amounts, donor amounts and if you want that

information displayed on the screen.

Note: The project page needs to be approved by the OSU Foundation's marketing team prior to publishing and will need at least 7 days to process. When submitting content, please keep this timing in mind in relation to when you want your project to launch.

Marketing Strategy

- Crowdfunding projects require a continuous push from the project owners to be successful. Social media and networking accounts from the individuals involved in the project need to be utilized to get eyes on the page
  - Facebook has groups for various topics and projects, you should plan to utilize these to attract a bigger network and more eyes on the page.

- Ask your department/unit to send the page link out to their networks via social media or email and to personal networks.

- OSUF will work with your team to help facilitate your messaging and develop your audience.

- Champion Options: If you want to spark friendly competition within your own group, consider using the Champion function. Those who sign up to be a Champion will receive a personalized link that they can share with their network. Gifts to that link will be tracked; grab a couple friends and see who can raise the most for your cause!

Stewardship

- Once the project has been completed, the OSUF team will facilitate a stewardship video with content provided by the project owner and the platform, ThankView.

- Impactful ThankView videos will include the project owner or someone who benefited from donations made to the project. The project owner is responsible for finding someone to be in the video, scripting if necessary, filming, editing, and sending it to the OSUF team.
  - ThankView can accommodate simple trimming/combining and the AG team is happy to assist at this basic level.

Tools and Templates

Social Media:

Compelling images and strong social media copy can help you get people to your page. Refer to the image tips above and the below copy templates for dynamic social posts.

If you want to use the Beavs Give logo or your departments logo on social images, including the graphic is a great way to enhance visuals.

Below is an example of the Beavs Give logo on a social post.

Student organization post:

#1 - Show your love for [Student Org Name] by making a gift NOW to help [2-8 words about outcome.] [Link to crowdfunding page] #BeavsGive

#2 Thank you to the X donors who have given $X for the [initiative name]. We have got X more days to reach our goal of $X. Show your support by making a gift NOW! [Link to crowdfunding page] #BeavsGive

Personal post:

#1 - [Student org name] has been so important to my college experience. Will you join me by giving $10 or more to support [brief description of outcome]? Thank you! [Link to crowdfunding page] #BeavsGive

#2 Thank you to those of you who have already given to [Student Org Name]! We've got X more days to reach out goal of $X. Will you help? Your

gift will [brief description of outcome]. Go Beavs! [Link to crowdfunding page] #BeavsGive

Email:

Along with social media, emails are another effective way to drive donors to your crowdfunding page. Feel free to use this template or use your own email to reach out to your network.

General:

Dear friends:

[Program name] changes student lives by [short clause about impact]. This effort is especially important right now because [add brief clause about why this is urgent].

That's why Beavers and our friends and families are rallying around this important program. Join us today by making a gift of any size.

["I'm in" give button.]

Your support will make a remarkable difference on student lives. Thank you!

Sincerely,

[Name or Group Name]

With a personal story:

Dear friends:

[Program name] has made an incredible difference in my experience at Oregon State University. [Add personal sentence about how this program has made new opportunities possible, helped create a sense of community, or other.]

Many of my peers have shared similar stories with me about the impact that [program name] has had on their lives. That's why I'm asking you to join our fellow Beavers and our friends and families in supporting [program name] today. Gifts of any size make a lasting difference for students like me.

["I'm in" Give button.]

Together, donors to this initiative will make a personal and profound impact on our community. Thank you!

Sincerely,

[Name, class year and other applicable info (major, student officer position, etc.]

OSUF Crowdfunding Promotional Plan

Twice a year (October 2020 and March 2021), the OSU Foundation will promote Beavs Give and encourage our donors to visit Beavs Give and find a project they are passionate about. If you would like your project to be live during these promotional months, please consider this timeline:

- For October 2020 Promotional Plan:
  - September 14: Project ideas need to be submitted to Beavs Give
  - September 21: All website materials due
  - October 1-October 31: OSUF will send two emails and post on social media twice
  - Week of November 2: OSUF will post a Thank You message on social media

- For March 2021 Promotional Plan:
  - February 12: Project ideas need to be submitted to Beavs Give
  - February 19: All website materials due
  - March 1-March 31: OSUF will send two emails and post on OSUF social media twice
  - Week of April 5: OSUF will post a Thank You message on social media

Please contact Natalie Petersen (Natalie.Petersen@osufoundation.org) with any questions.