



## 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.

### Is Beavs Give the right platform for my fundraising project?

Successful projects:

- Are specific and tangible
  - You should be raising the funds you need for a specific item(s), event, outreach effort, etc.
- Are 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

## Things to Consider

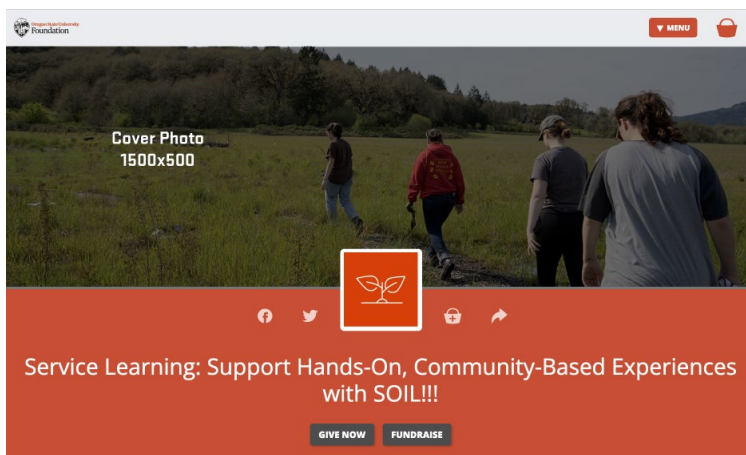
- What is the project, and why does it need funding?
  - Note that donations must go to a fund that already exists in our database.
- Who is the target audience that will be asked to give?
  - Please remember your group will need to do outreach to this audience and your network.
- What is the goal and timeline for this project?
- Is this a priority for the department/unit and will they help distribute this information?
  - Are they willing/able to post your project on social media? Send emails?

## Content

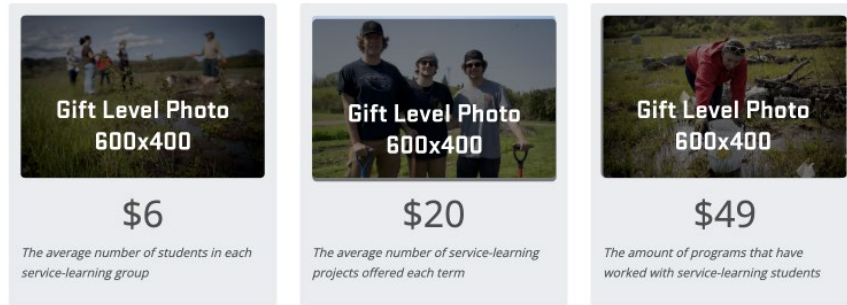
- **Copy Requirements:** You need to write messaging for OSU Foundation to post on your project page.

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.

- As project owner, you will be responsible for creating this draft text, and the OSUF team will edit for clarity and effectiveness.
- **Image Requirements:**
  - Required: A cover photo (1500x500)
    - Choose an image that doesn't have a face in the center of the photo, is clear and not too dark.
    - You can resize your images at [www.resizepixel.com/resize-image/](http://www.resizepixel.com/resize-image/)



- Optional: Gift level photos (600x400).



- Optional: a YouTube or Vimeo URL. Please note videos are subject to consideration and may not be accepted based on messaging, quality, and content.

- **Gift Levels:** Standard gift levels are \$20, \$50, \$100, with a write-in amount option. The minimum the OSUF will accept is \$5. You may also include gift level language not to exceed 75 characters.
- **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.
- Fundraiser Option: If you want to spark friendly competition within your own group, consider using the Fundraise function. Those who sign up to be an fundraiser 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 Annual Giving team is happy to assist at this basic level.

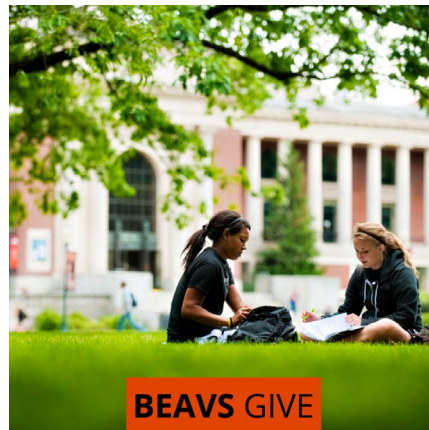
## **Tools and Templates**

### **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 examples:*

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

- 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 examples:*

- [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
- Thank you to those of you who have already given to [Student Org Name]! We've got X more days to reach our 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. When crafting the subject line, aim to *make it compelling and create a sense of urgency*. This will help increase opens and engagements.

Below are some email examples. Feel free to use this template or use your own email to reach out to your network.

### *General example:*

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]

*Example 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 and March), the OSU Foundation will promote our Beavs Give crowdfunding site and encourage our donors to 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 Promotional Plan:
  - September 7: Project ideas need to be submitted to [Beavs Give](#)
  - September 18: All website materials due
  - October 1-October 31: OSUF will send one email and post on social media twice
- For March Promotional Plan:
  - February 7: Project ideas need to be submitted to [Beavs Give](#)
  - February 18: All website materials due
  - March 1-March 31: OSUF will send one email and post on OSUF social media twice

Please contact Celina Anderson ([Celina.Anderson@osufoundation.org](mailto:Celina.Anderson@osufoundation.org)) with any questions.