



SAINT VINCENT COLLEGE

Office of Philanthropy and Alumni Relations  
300 Fraser Purchase Road  
Latrobe, PA 15650

## Saint Vincent College Crowdfunding

### What is Saint Vincent College Crowdfunding?

The Saint Vincent College Crowdfunding site is an initiative of the College designed to host ongoing campaigns to support fundraising for student-driven projects and causes across campus. Crowdfunding project and campaign ideas are submitted for consideration through the application.

### Can my project fundraise through the platform?

Successful Projects:

- Must be affiliated with Saint Vincent College and have a college budget/gift account that can receive donations. Groups can use a gift account that is associated with a unit, department, program, or center.
- Must be discussed with the appropriate advisor or department head. Undergraduate clubs must discuss their project with Student Affairs/Campus Life.
- Have specific and realistic goals.
  - Typically, between \$1,000-\$5,000.
  - Your project goal can be higher, but the work and participation from your group will impact how successful your project is.
- Have a clear purpose, audience, overview, and timeline.
  - Explain why this project is important, how the funds will be used, who the target audience is, and provide an overall timeline.
- Have active participation and designated team leaders.

- The designated team leaders will agree to serve as points of contact and maintain regular communication with Madison Harry, Assistant Director of Annual Giving. The leaders will be required to assist with the preparation of the project page by providing the initial messaging content and images, provide project update messaging, as well as assist with thank you messaging for donors.
- Having a group of at least 2-3 individuals who are actively involved will help with the promotion of your project.

## Application Process

1. Click on “Submit Your Project” button on Application Information page.

### Application Information

Before submitting your project, please review the crowdfunding guidelines below.

- Projects must be affiliated with Saint Vincent College and have a college budget/gift account that can receive donations. Groups can use a gift account that is associated with a unit, department, program, or center.
- Projects must be discussed with the appropriate advisor or department head. Undergraduate clubs must discuss their project with Student Affairs/Campus Life.
- Successful projects will be specific and have realistic goals (typically between \$1,000-\$5,000 but can be higher).
- Projects will have a clear purpose, audience, overview, and timeline.
- The designated team leaders will agree to serve as a point of contact and maintain regular communication with Madison Harry, Assistant Director of Annual Giving. The leaders will be required to assist with the preparation of the project page by providing messaging content and images, outreach messaging, as well as assist with thank you messaging for donors.

Applications open on Monday, October 2, 2023.

Click here



*\*Your project must be approved before fundraising can start. Submitted projects will automatically receive a "Pending" status on their dashboard and via email. A status update will be issued within a week and will either be: Needs Further Review, Ineligible, or Approved.*

*Projects will be reviewed for:*

- *Appropriate purpose - funds must be used for intended purpose*
- *Appropriate messaging, content, and images*
- *Realistic goals and timing*

2. Type organization in search bar and hit enter. Click on “Add My Organization.”

# Find Your Organization

and participate in Saint Vincent College Crowdfunding

 ×

0 Results



No organizations match your search criteria.

## Don't see your organization listed?

You can create an organization by clicking the button below.

Click here



**ADD MY ORGANIZATION**

[Home](#)

[Apply Now](#)

[FAQ](#)

[Terms of Service for Donors](#)


[Terms of Service for Participants](#)

### Saint Vincent College Crowdfunding

Office of Philanthropy and Alumni Relations  
300 Fraser Purchase Road  
Latrobe, PA 15650-2690  
(724) 805-2949

Questions? Email us at:  
[annualfund@stvincent.edu](mailto:annualfund@stvincent.edu)

**3. Fill out the organization information and click continue.**



SAINT VINCENT  
COLLEGE

## Saint Vincent College Crowdfunding

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**Organization Name \* required**

**Street Address Line 1 \* required**

**Street Address Line 2**


**City \* required**

**State \* required**

**ZIP/Postal Code \* required**

Not located in the United States?

**Logo**



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

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Click 'Continue' to complete your registration for

### Saint Vincent College Crowdfunding

Continue



GiveGab is the technology provider for Saint Vincent College Crowdfunding.

#### 4. Fill out survey questions.



Thank you for your interest in SVC Crowdfunding. Before submitting your project for consideration, please review the project requirements.

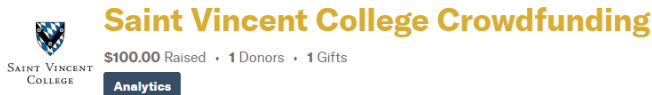
1. **First and Last Name** \*required

2. **SVC email address** \*required

3. **Name of organization/team/group/club associated with project** \*required

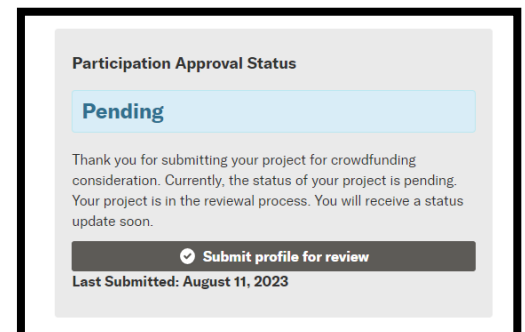
4. **Who is your faculty, staff, or coach advisor?** \*required

#### 5. Your project will be submitted for consideration, and the status will show as pending on the dashboard and in the email confirmation.



##### Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Saint Vincent College Crowdfunding.



Pending is the default status. This will update when there is a new status assigned.

**6. Sections can be filled out for project profile and content requirements. See the “Project Content Requirements” section for more information on the project page and layout on the site.**

**Get Set Up**

Complete the steps below to be sure

**Fill out project sections**

dfunding.

Thank you for submitting your project for crowdfunding. Your project has been approved. A member of the Philanthropy and Alumni Relations team will be in touch to discuss the next steps.

Last Submitted: August 11, 2023



- Add Your Organization's Info >
- Add Your Story >
- Add Donation Levels >
- Add a 'Thank You' Message >
- Add Fundraisers >

## Project Content Requirements

Content requirements will be uploaded on the main project dashboard.

### Messaging Requirements

- Project Page
  - You will provide draft text for the “Our Story” part of your project page, which can be submitted on the main dashboard. This will then be edited by the Office of Philanthropy and Alumni Relations for grammar, content, and clarity.

You should include a summary of your project, why it is important, and why individuals should give. Please keep this in the range of 250-300 words.

Average number of service learning trips per year.

Number of home runs for the 2023 season.

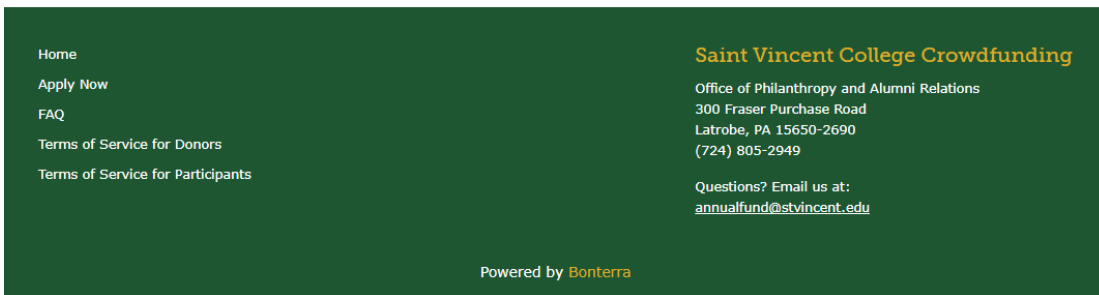
A \$100 donation will support the fueling station and nutrition for the team

CHOOSE YOUR OWN AMOUNT

Our Story

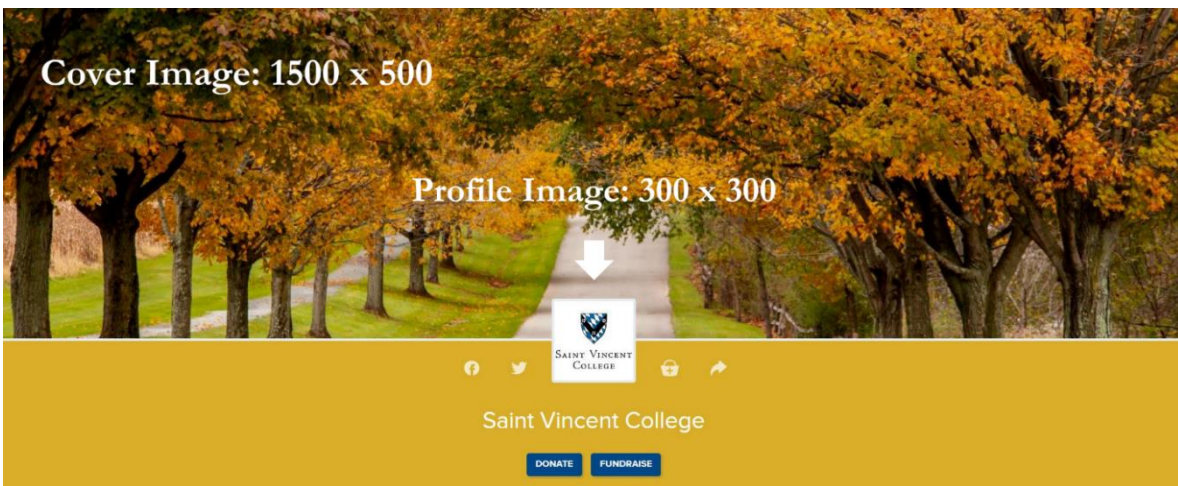
“Our Story” view on project page.

This is where you will write about your project.



- Photo Needs

- **Required:** Profile image/logo with dimensions of 300 x 300 pixels.
- **Required:** You are required to submit cover photo options for your project page with dimensions of 1500 pixels x 500 pixels. The image must be high quality and clear.



- Optional: 3-4 gift level photos that are 600 pixels x 400 pixels.

- Gift Levels
  - Optional donation levels can be chosen and associated with the gift level photos—the standard is \$20, \$50, \$100, and other write-in options. The minimum donation accepted is \$5. Language can also be included that relates to the specified gift levels for the project (under 75 words). Example of gift level language and images:

The image shows a fundraising interface with a yellow header containing 'DONATE' and 'FUNDRAISE' buttons. Below are three gift level cards, each with a '600 x 400' photo and a price:

- \$6:** Photo of a group of people in white robes. Description: "Average number of service learning trips per year."
- \$15:** Photo of a baseball player swinging a bat. Description: "Number of home runs for the 2023 season."
- \$100:** Photo of a basketball player. Description: "A \$100 donation will support the fueling station and nutrition for the team."

A yellow button at the bottom says "CHOOSE YOUR OWN AMOUNT".

- Goal Display
  - Please provide any dollar or donor amount goals, and if you would like that information displayed on your project page.

***Please note:*** Before your campaign can be launched, the Office of Philanthropy and Alumni Relations must approve the content and images on your project page. Please keep this in mind when submitting your materials and considering the timing of your project.



# Reviewal Process

Submitted projects will automatically receive a “Pending” status on their dashboard and via email. A status update will be issued within a week and will either be: Needs Further Review, Ineligible, or Approved.

Projects will be reviewed for:

- Appropriate purpose – funds must be used for intended purpose
- Appropriate messaging, content, and images
- Realistic goals and timing

Feedback and information on the next steps will be provided.

# Marketing Your Project

Crowdfunding requires a clear audience, with push and promotion from the project leaders to be successful. You are the best advocates for your project.

- Audience
  - The Office of Philanthropy and Alumni Relations can help your group determine the appropriate audience and messaging for this audience.
- Social Media
  - If your school, department, club, or group has social media pages, these are great places to share your project.

Share the project on your own social media pages to encourage your family and friends to give.

- Email
  - Based on your audience, email can be an effective way to lead donors to your project page. Example Audience: alumni of a specific sport.

If emails are a desired and appropriate method of outreach, project leaders and faculty/staff advisors or coaches must give adequate time

for the Office of Philanthropy and Alumni Relations to run an email list and determine the appropriate scheduling time.

They must also assist with the draft text to be sent and determine the email signer. Examples of signers: Overall group/organization name or project leader name(s) with class year(s), role(s), etc.

## Questions?

Please contact Madison Harry, Assistant Director of Annual Giving at [madison.harry@stvincent.edu](mailto:madison.harry@stvincent.edu)