



## Project Funder Introduction

Even **small donations have big impact**. In nonprofit work, small initiatives sometimes can be overlooked when it comes to major fundraising campaigns. At Central Piedmont Community College, many of our small programs often have the greatest effect on students' lives. Our Project Funder campaigns are **focused, short-term fundraising drives** to build financial support from the community.

The Central Piedmont Foundation offers a section of our website as a space for student organizations and college departments to share these projects with their networks with the goal of requesting and collecting donations.

## Guidelines

1. Student organizations must receive approval for fundraising from the Student Life office prior to project submission.
2. All content on project pages will be reviewed by Central Piedmont Foundation staff, who reserve the right to edit, or require edits, at any point in the campaign.
3. Projects should have a specific goal (ex. \$1,000, \$3,000, \$5,000, etc.) and be driven by tangible needs – for example, buying new equipment, funding travel fees, or hosting a student portfolio show.
4. All projects must align with Central Piedmont's mission and purpose. Funds cannot be raised as a “pass through” to other charities or be redirected to a third-party, external charity such as the ALS Foundation, Big Brothers and Big Sisters, etc.
5. A Project Leader should be identified for each project. This Leader will serve as the primary contact with the Central Piedmont Foundation and is responsible for promoting the project in the following ways:
  - Enlist the help of additional project team members to create content and spread the word;
  - Submit project page content;
  - Develop a target audience of interested parties with email addresses;
  - Write four example email updates for use throughout your campaign; and
  - Send out emails to their personal network (i.e. friends, family, peers) soliciting for their cause.
6. Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, typically around 90-days, though some exceptions may apply. If the project is not funded within the allotted timeframe, the funds raised will still be allocated to the project. Any monies raised, even without meeting the final goal, must be spent to offset the cost of the promoted project.
7. Any cash and check donations raised offline must be delivered to the Central Piedmont Foundation office for deposit. **All monies raised must be used for the stated intention and in the way specified in your project description.**
8. Projects should only be fundraising online through the Central Piedmont Foundation. Any project hosted on another site, such as Kickstarter or Go Fund Me, must end immediately. By submitting a project, the Project Leader and team agree to utilize only the Central Piedmont Foundation.



## Central Piedmont Foundation

Our goal is to be your support system. We provide the tools and resources necessary to help your organization's project be a success. Listed below are the services we will supply during the project's timeline:

- Independent project page on Central Piedmont Foundation website ([www.cpccfoundation.org](http://www.cpccfoundation.org))
- Guarantee all funds are given directly to the project, even if the goal is not reached
- Review of project's submitted copy and video
- Update on total funds raised during project
- Supply name and email addresses of donors for personal thank you follow-up
- Issue official gift acknowledgement and tax receipts to donors

For returning projects, we may provide a list of email addresses from previous donors to include in email solicitation. Beyond that, we will not provide any contact data on alumni, parents, friends, or students. Although at times we may assist with promoting projects, fundraising and promotion is primarily the responsibility of the Project Leader and team.

Any questions about Project Funder campaigns can be email to [info@cpccfoundation.org](mailto:info@cpccfoundation.org).

## Sharing Your Project Funder Campaign

It's up to you to build the momentum for your cause. ***To be successful, you must use your own networks to drive prospective donors to your project page.*** This is the most important thing!

- 1. Identify your network.** Start by making a list of 15-20 people who care about you and/or your project. This is your network and includes personal and professional contacts – old coaches, former teachers, parents, grandparents, extended family, fellow church members, etc. Think of those who want to see you be successful! (Please refrain from soliciting donations from your Central Piedmont professors and staff members and companies as the Central Piedmont Foundation already request donations from those.)
- 2. Send your email/message.** Start with your personal network first before sending to secondary networks. Messages can be sent through any outlet (Facebook, text, email, etc.), but they should be personal. *It's more effective to send personal emails/messages to each individual instead of sending out a mass/group email or posting a general social media post.* We do encourage social media posts but recommend that your first efforts be one-to-one messages.

**You should plan to send at least 3 separate messages, throughout the project, to each person you know who cares about you or the work you are doing.** You should also plan to send 1 follow-up email



at the conclusion of the project to share the results. For example, if there are 20 people that you're going to email to ask for support, you'll be sending out 80 individual emails out.

**Email Checklist:**

- Launch email – Introduce project with link

*Example: Hi friend! I'm raising money with [name of your college organization] to send our group to an industry conference related to our program. We are very excited about this opportunity to learn more about our program and to interact with professionals. I would love it if you could check out our donation page at [your Project Funder link]. We're inviting our networks to be part of the team by making a small donation toward our costs. I appreciate any amount that you can give.*

- Mid-campaign email – Update on goal to date, remind them to share link with their network
- "Last chance" email – Just prior to end of campaign, update prospective donors on the goal
- Follow-up email – At the conclusion of the email, share the results of the project and impact

**3. Consider additional strategies to publicize your fundraising efforts.**

- Reach out to past members of your organization
- Host an event
- Distribute flyers on campus with a QR code (Please keep college poster/signage guidelines in mind.)
- Pick a **"power hour"** where everyone will email and post at the same time
- Use creative advertising and social networking tools (TikTok, Twitter, Instagram, etc.)

## Stewardship

Fundraising is about building relationships with supporters of your project. How you thank donors and share information about your cause is particularly important. Sharing your results and appreciating your donors will result in an even more successful campaign, as those donors are more likely to tell others about the project.

## Project Funder Campaign Checklist

Your project will be posted to <http://www.cpcfoundation.org/projectfunder>, and it is up to your organization/department to provide the information for your project page. Here's a quick list of what needs to be submitted. Use the Google Form at <http://forms.gle/Ax86cPRqsvQRebsB6> to submit your information.

**Provide the name of the project leader.**

- This can be the person who submits the project.
- If the project leader is a student, please also provide the name of your staff advisor.



- Communications from the Central Piedmont Foundation will be directed to the project leader and the staff advisor.

**☐ Submit your project description. Provide a short paragraph for each area below:**

- Who We Are – describe your group/organization/department
- The Project – answer what you are trying to do
- The Impact – tell how it will affect students, Central Piedmont, the community, etc.
- What Donations Will Do – answer what the money will provide, list specifics for different amounts
  - Include examples of what each giving level will provide (ex. \$25 provides a bag of groceries for a student, \$100 supports overnight lodging, etc.)
- Call To Action – what do you need them to do

**☐ Write 3 email messages that you will use to share your project.**

- Launch email – Introduce project with link and your goal. Share how donations will impact you.
- Mid-campaign email – Update on goal to date. Reminder to share the link with their network.
- “Last chance” email – Just prior to end of campaign. Update prospective donors on the goal.

**☐ Provide 1-3 photos that represent your project.**

- All projects will be listed on a Project Funder landing page with a photo or logo.
- Extra: For consideration as a featured project on the Foundation’s homepage, please include a horizontal photo that is (or can easily be cropped to) 1040x420 pixels and a text “headline” or call-to-action no longer than 35 characters.

**☐ Provide a video (optional but recommended).**

- Should be short (under 2 minutes) & authentic
- Provide honest and convincing testimony about your organization, why the cause is important
- Attach video with project form submission

**☐ After you submit: Share your project with your networks.**

- Once you receive the link to your project, share via email, direct message, or social media posts.
- Be sure to follow-up at set points during your campaign.