



We're happy you're interested in participating, and we want to set up our partners for a successful fundraising campaign. Please read below to determine if your fund is ready to participate in the PSU Day of Giving.

Is my Fund a good fit for PSU Day of Giving?

- ☐ You have an existing donor base, alumni community, or prospect who benefits from your fund's purpose.
- ☐ You have a clear purpose for your fund or strong language about unrestricted support.
- ☐ You have a communications plan (email, social media, ambassadors/advocates, personal outreach and networking) to get to 50% of your goal before Day of Giving.

Am I setting an achievable fundraising goal?

- If this is your first time participating, we recommend starting with a \$1-2k goal.
- Divide a goal amount you are considering by \$50, which is the average amount people contribute during a grassroots campaign. This is the number of people that will be required to fund your campaign.
- Keep in mind 80-90% of the people who fund your campaign will be family, friends, and people you and your team actively drive to your campaign (example below). Are you reasonably able to reach out to enough people with the capacity and interest to donate that amount?
- Our recommendation is to aim a little bit lower than what you think you can raise to ensure you meet your goal.

Example: Department X wants to raise \$1,000 for their student success program. They have 500 alumni with a valid email address and an advisory board of 10 people. They also have 10 current students who have signed up to be social ambassadors and have agreed to push out the department's messages during the campaign. Given the calculations in the description above, Department X needs 20 people to donate \$50 each to raise \$1,000. If the 10 board members all donate and the current students who have signed up to be social ambassadors each have a family member or friends that donate, then the \$1,000 goal is reasonable for this campaign.

Do I have a communications plan and partners to help promote my fundraising efforts?

As a participant, you will need to do your own outreach before and during the Day of Giving to promote your fund to your audiences. This will help ensure that all our funds meet their goals on Day of Giving and that we successfully meet our overall campaign goal.

The success of your campaign will depend on your ability to promote your fund to people within your network who care about your cause (your faculty, students, alumni and friends). Crowdfunding works best by having people invested in your campaign reach out to others they personally know and ask for their support. There is a 1 in 2,000 chance a person will make a gift from a general solicitation—not great! But this increases to a 1 in 4 chance when people are asked by their friends & personal networks!

If you feel your fund is ready, you can set a reasonable goal, and you're ready to do the outreach - Welcome! Please complete the application form.

Questions? Email: dayofgiving@psuf.org

P.S. Did you participate last year and can't remember your projected goal or overall outcome? [Check out Past Participant Funds here.](#)