

Crowdfunding 2020

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Table of Contents

The Basics	2
Give Without Borders	5
Donations Made Easy	6
Incentives	6
Recognizing Your Family	7

The Basics

[Everything Crowdfunding 2020](#)

When: November 23rd - January 1st

What: The crowdfunding campaign is our biggest fundraising event this semester, and we need participation from all of you in order for it to be successful

Important Day: December 1st is Giving Tuesday! We are challenging every person to raise 40-50 dollars on this day making our goal for this day specifically \$3000.

Goal: The goal is to raise \$10,000, which is equivalent to each of each club member being responsible for about \$150 each.

Link to Donate Page: <https://support.ewb-usa.org/team/314940>

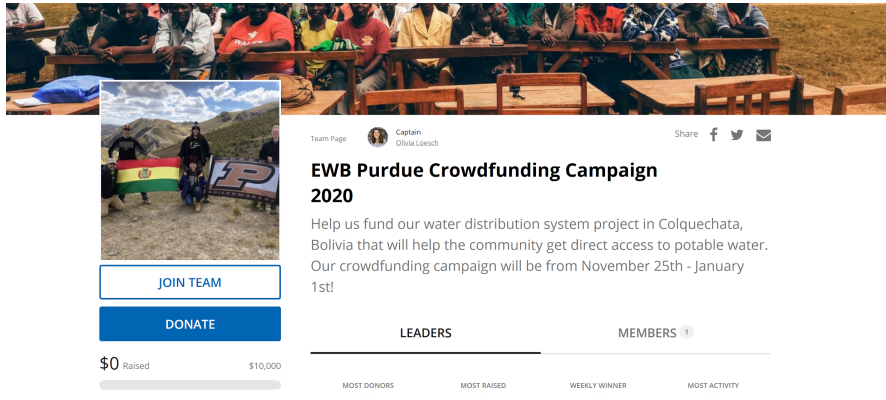
Link to Resources:

- [Social Media Templates](#) & Individual Campaign Stories
- [Company & Family Email Templates](#)
- [Crowdfunding Campaign Photos](#)
- [Crowdfunding Presentation](#)

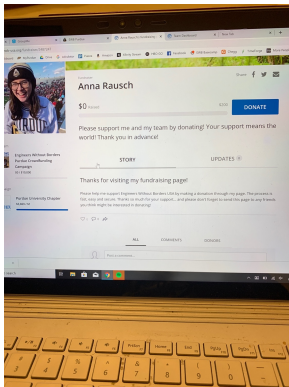
- [Family Sponsorship Form](#)
- [Thank your donors](#)

How to become a member on the team:

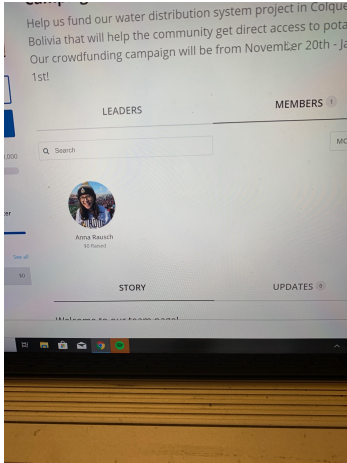
- 1) Go to [Crowdfunding Campaign](#)
- 2) Click “Join Team” Button



- 3) Login or create an account (connecting with facebook is a good idea!)
- 4) Follow the on screen instructions, set goal to \$150 or more:)
- 5) Make sure to set up a profile picture
- 6) WARNING: It's going to ask your t-shirt size and honestly I do not know why, I can't fix it but feel free to leave that blank
- 7) Make sure to personalize your story!



- 8) If you did it correctly you will pop up here:



Who to ask:

- 1) Parents
- 2) Siblings
- 3) Grandparents
- 4) Aunts / Uncles
- 5) Cousins
- 6) Friends
- 7) Boss/Work Colleagues
- 8) Social Media Followers
- 9) People you know that used to be in EWB
- 10) Your 8th grade boyfriend / girlfriend

How to ask for money:

The key is to be confident. Focus on how people are GIVING to our project and the community members impacted. If you do not ask people will not give, but try and focus on the bigger picture → “Impact Drives Income”

- 1) Emails
- 2) Direct text messages
- 3) Asking family in person when you see them during the holiday season!
- 4) Phone calls



Give Without Borders

Tuesday December 1st is Giving Tuesday, so we are going to monopolize on this by having a mini Purdue Day of Giving that we are going to call “Give Without Borders”!

We are asking everyone to try extra hard to fundraise specifically on this day and try to raise at least \$50 each!

One way we want to help you accomplish this goal is by posting a donation bingo board on your instagram story (like PUDM does)

The “Bingo” Board

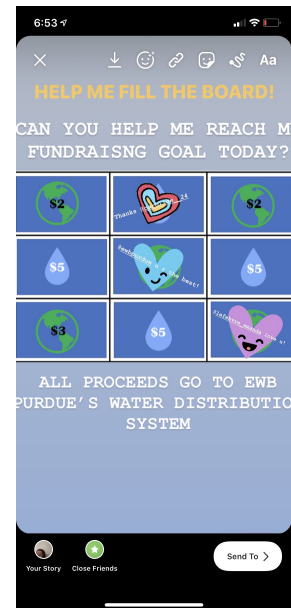
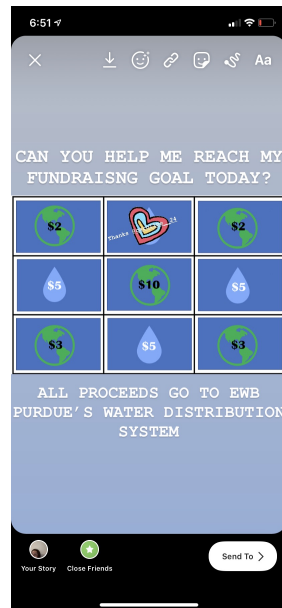
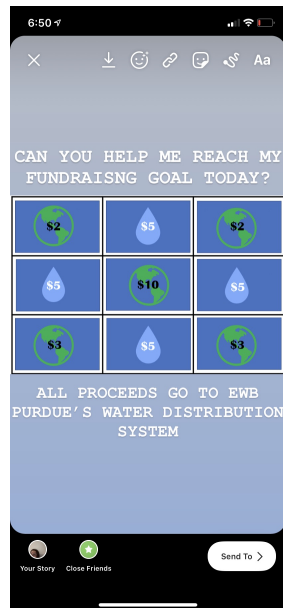
**ENGINEERS WITHOUT
BORDERS PURDUE
CROWDFUNDING
2020**

*Help us implement a water distribution system in
Colquechata, Bolivia!*

\$10	\$7	\$5	\$3
\$7	\$5	\$10	\$3
\$7	\$5	\$3	\$10
\$5	\$10	\$3	\$7
\$10	\$7	\$3	\$5

VENMO: \$5

Example Stories: Make sure you say the link to the donate page is in your bio



Seasonal
options:

ENGINEERS WITHOUT BORDERS PURDUE CROWDFUNDING 2020

For this holiday season, please help us implement a water distribution system in Colquechata, Bolivia!

\$10	\$7	\$5	\$3
\$7	\$5	\$10	\$3
\$7	\$5	\$3	\$10
\$5	\$10	\$3	\$7
\$10	\$7	\$3	\$5

VENMO: 

ENGINEERS WITHOUT BORDERS PURDUE CROWDFUNDING 2020

Today is the last day to donate to the Bolivia Water Project. Please help us finish strong!

\$1	\$3	\$2	\$3
\$3	\$2	\$3	\$2
\$1	\$3	\$1	\$3
\$3	\$2	\$3	\$2
\$1	\$2	\$1	\$2

VENMO: 

Donations Made Easy

Convincing others to donate money to a cause is not an easy task. Other than courage, asking for donations takes a huge amount of individual effort from drafting personalized text and email messages. Media team's goal is to make the donation referral process as easy as possible. To streamline this process, the following will be provided to all members.

- Donation Email/Text Template: Thoughtful messages that emphasize the impact and meaning behind our project will be provided to members. All they need to do is add the recipient name and send
 - Templates for Club Members

- Infographics provided: eye catching, informative graphics will be created to summarize our project and the impact of donations. Donors will be more likely to donate if they understand what their contributions mean for a project
- Provide impactful images and videos for club members to use: Images allow people to put a face to a project. We will provide lots of pictures of our community members from all age groups so donors can see that their donations can provide a positive impact for a whole community. (Located: [Crowdfunding Campaign Photos](#))
- Social Media Bingo Board: Bingo boards allow members to utilize their social media following to get large quantities of micro-donations.

Incentives

For the crowdfunding campaign in 2020, we plan to use incentives to increase participation from chapter members and donors. To promote donations we suggest that chapter members take on a task or challenge in return for money from a donor to our campaign. An example of this could be doing the ice bucket challenge if a donor gives over \$30, or running a certain amount for each donation. The donors who give more than \$100 will be featured on the Engineering Without Borders Purdue Website if they choose to provide their name for the donation.

Why?

- Will hopefully encourage club participation
- Increase money we receive with more club participation

Who?

- Anyone who gets \$150 or more in donations will get a free EWB sticker the media team is designing.
- The top two members with the most donors will have waived dues next semester
- The top two members with the most money have waived dues next semester

Recognizing Your Family

This year, any individual or family that donates a certain amount will be recognized as an EWB sponsor on our website. **If you would like donors to be a part of a family, please have them either fill out [this form](#) or have them make a comment when donating stating the family name.**

Below are the tiers individuals or families will be recognized under. They will be placed on our website under the corresponding tier.

\$100 - Spring Tier

\$250 - River Tier

\$500 - Lake Tier

\$1000 - Ocean Tier

\$5000 - EPICS Tier