

NSU GiveCampus Crowdfunding

FAQ & Best Practices

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Q: What does a campaign consist of?

A: Each campaign has six primary ingredients: (1) a short, descriptive name; (2) a goal, which can be defined as a dollar figure or as a number of donors; (3) a duration (for most campaigns, we recommend 30 days); (4) a 140-character 'headline'; (5) a video (we recommend no more than about 2 minutes); and (6) a written description (we recommend about 300 words). GiveCampus experts are available to help you think through and generate each of these elements.

Q: Do I have to make a video?

A: Yes. Videos dramatically increase a campaign's probability of success, so we've made them a requirement. We know this may seem like a daunting task, so we've provided some advice on how to make a great video in our [Tips for Success](#).

Q: What is an Advocate?

A: An Advocate is someone who supports a campaign by spreading the word and encouraging others to join in. Advocates are highlighted on the campaign page, along with data on the impact of their efforts.

Q: How do I become an Advocate?

A: There are three ways to become an Advocate: (1) sharing the campaign via email and on social media, (2) offering a Matching Donation or a Challenge, and (3) creating a Personal Plea.

Q: Do I have to sign up or log in to become an Advocate?

A: It depends on the type of advocacy you want to conduct and whether you want your impact to be highlighted on the campaign page. More specifically:

Sharing: Anyone can share a campaign, but you must sign up or log-in if you want to be highlighted on the Advocates tab and track the impact that you are having. When you sign up or log-in, you receive unique links to share and GiveCampus tallies the number of clicks to the campaign that you generate, how many of those clicks turn into donations, and the sum of those donations. If you don't sign up or log-in, your impact statistics will be combined with others and tallied together under "Community Advocates."

Personal Pleas: You must sign up or log-in to create a personal plea.

Matching Donations and Challenges: You do not need to sign up or log-in to offer a Matching Donation or a Challenge.

Q: How do I share a campaign with my network?

A: There are multiple ways to share a campaign. Every campaign has buttons to Share and Tweet immediately below the Donate button and on the Advocates tab. The Advocates tab also has a shortened link to the campaign that you can copy and paste wherever you want. If you are logged-in, all of the links on the Advocates tab are unique to you—when you share them, GiveCampus will keep track of your impact and highlight it on the Advocates tab.

Q: What if I want to share, but I don't want my impact to be highlighted on the campaign page?

A: No problem! Just share the campaign's full web address (from your web browser) or use the Share and Tweet buttons that are immediately below the 'Give!' button.

10 Tips for a Great Fundraising Video

The purpose of your fundraising video is to make a connection with your audience and compel them to support your campaign. You're not up for an Oscar. You don't need to invest significant resources. So long as you follow the tips below, you'll be well on your way to a great video!

CONTENT TIPS:

- 1) Introduce yourself:** Tell viewers who you are and your connection to the campaign.
- 2) Make it personal and tell a story:** Tell the viewer why you're passionate about the campaign and why they should be, too. Explain the goal of the campaign, why achieving that goal is worthy of their support, and how the money raised will advance an important cause.
- 3) Make an ask!:** Ask the viewer to contribute to the campaign and to share it with friends. The crisper and clearer the call-to-action, the more impactful it will be.
- 4) Keep it snappy:** People have short attention spans, so don't lose potential supporters by dragging on. **We recommend that videos last no more than 60 seconds.** At the very least, be sure to deliver your ask in the first 30-45 seconds.
- 5) Let your excitement shine through:** The more enthusiastic you are, the more excited viewers will be. Bring some energy!

TECHNICAL TIPS:

- 6) Hold your phone horizontally:** If filming with your phone, hold it horizontally and not vertically.
- 7) Frame your shot:** Film at eye-level or slightly above. No one looks good from a low angle.
- 8) Use good light:** Natural light is best, so go outside if you can. A cloudy day is perfect for filming outside. If filming inside, light up the room as much as possible or film next to a sunny window. The more light, the less grainy your footage will be.
- 9) Audio is important:** Choose a quiet location to film so that your voice will be heard, not distracting background noise.
- 10) Keep the camera steady:** If possible, use a tripod. If using your phone and filming yourself, use both hands to grip it and keep your elbows close to your body for more stability.

