



Thinking about fundraising? Consider crowdfunding!

Raise money for your club's trip, equipment, project and more using HSU's online crowdfunding platform. The Office of Philanthropy can help you run a successful campaign and fund your project, following the steps below.

The process is simple:

1. Fill out [the online form](https://link.humboldt.edu/ZZN) at <https://link.humboldt.edu/ZZN>
2. Meet with the Office of Philanthropy
3. Create materials for your campaign
4. Talk to your biggest supporters & get early donations
5. Launch your campaign
6. Share with your supporters
7. Get donations
8. Thank your donors
9. Fund your project!

What you will need:

- A project to fund (trip, equipment, project, etc.)
- 2 Project Leads, one of whom is an HSU staff or faculty member
- Materials to build your case (photos, video, text explaining why people should give you money)
- People who will share the campaign and ask for money
- Supporters who will give you donations
- A plan to thank your donors

What makes a successful campaign?

- Starting the process early (at least a month prior to launching)
- Identifying strong supporters (and asking them for money)
- Early, large gifts confirmed
- Multiple people sharing the campaign with their networks on different platforms, asking for support
- When it is in combination with another fundraising effort or event (such as a phonathon)
- When done intentionally and personally (success comes from asking for donations, versus blanket promotion)
- ***BIGGEST indicator of success: Being committed to asking people for money! (It's an effort game!)***

Questions?

Contact the Office of Philanthropy at 707-826-5200 or giving@humboldt.edu