

APPLICATION FOR FUNDRAISING PROJECT ASSISTANCE

Please read through and fill out this application in its entirety before submitting. If you have any questions during the submission process, please contact Kathryn.Howard@sdsmt.edu.

Your Name: _____

Email: _____ Phone #: _____

Your affiliation to SD Mines: _____

Department or organization you are representing: _____

Is your group a recognized SD Mines student club or organization? Check [here](#) if you're not sure.

Yes _____ No _____

If yes, please continue to the next section. If no, please skip to the end of the application.

Faculty/Staff Advisor:

Name: _____ Email: _____ Phone #: _____

Student Leaders, if applicable:

President: _____

Email: _____ Phone #: _____ Major/Year: _____

Vice President: _____

Email: _____ Phone #: _____ Major/Year: _____

Treasurer: _____

Email: _____ Phone #: _____ Major/Year: _____

Secretary: _____

Email: _____ Phone #: _____ Major/Year: _____

Organization's mission statement or description:

How many students are active in your organization? _____

List *at least 2* annual expenditures (general categories and approximate amounts):

EXPENSE DESCRIPTION	AMT/YEAR	MONTH DUE
TOTAL		

List *at least 2* current sources of income (general categories and approximate amounts):

INCOME SOURCE	AMT/YEAR
TOTAL	

Projects must support SD Mines' overall mission by improving our community on campus and beyond. Please refer to the strategic plan if you are unsure of your organization's impact (viewable at www.sdsmt.edu/pursuitofexcellence).

PROJECT DESCRIPTION

Describe your project and what you hope to accomplish with the funds raised:

Total estimated cost of the project: _____

Amount already raised (if applicable): _____

When are the funds needed in hand? _____

Describe the target group you believe will contribute to your cause:

If I were in this target group,

- Why should I consider donating to your cause?

- What recognition will I receive?

- What else can I expect to receive in return for my support?

List 3 people who have committed to dedicating time to this fundraising project. Please mark with an asterisk (*) next to the project leader's name:

Name: _____ Title or affiliation to your group: _____

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List up to 3 alumni whom you can ask for help on this project:

Name: _____ How do you know them? _____

Name: _____ How do you know them? _____

Name: _____ How do you know them? _____

List any potential corporate or local business contributors:

[Crowdfunding SD Mines](#) is the platform for community fundraising. Crowdfunding offers our donors a new avenue to provide support directly to their areas of interest, and can help faculty and students meet their fundraising goals. ScaleFunder is the platform managed by the SD Mines Foundation and can be used by recognized student clubs or organizations only. A 2.5% credit card fee will be charged as needed, though no additional fees will be applied to your student group. Please note this when developing your financial goals.

Crowdfunding is used best for funding specific projects or campaigns but doesn't work well for unrestricted fundraising. It is best to be clear and specific about what you're trying to fund. Typically, you can expect to raise between \$2,000-\$10,000 through crowdfunding depending on the size of your donor pool, your personal contacts, and your teams' commitment to the project.

Crowdfunding also relies heavily on personal networking and a social media presence. Because it is peer to peer soliciting, you'll need to use email lists, Facebook pages, Twitter feeds, LinkedIn groups, Instagram posts, etc to promote your project. If you do not have a strong pre-existing audience, then crowdfunding may not be worth the investment of your time and resources.

As part of the crowdfunding experience, you will need to provide a video promoting your groups' project and goals. Any videos you create do have to be approved by Kathryn.Howard@sdsmt.edu or Stephanie.Powers@sdsmt.edu.

CROWDFUNDING OPTION

Based on the information above, do you believe crowdfunding is a feasible method of fundraising for your project? If so, please briefly explain why:

If you are interested in applying for help with crowdfunding through ScaleFunder, please continue with this application. If not, please type your initials here _____ and skip to the end.

Before launching the live phase of your project, you will need approximately a 6-week window in which to put together your crowdfunding campaign. Ideally, when would you like to launch the campaign? _____

Team Participation:

Please keep in mind that campaigns run for 30-45 days so overall projects require 10-12 weeks of focused participation. It is recommended that the project leader plan on committing 1 hour per day and each team member committing 30-60 minutes per day for the length of the active campaign.

How many team members do you have who will actively help you promote the project via email and social media? _____

How will your team reach out to recent graduates and/or former members to enlist their financial support?

Do you have any additional information that may be relevant about your team and the potential success in promoting your project?

Project Materials:

1. **Project Title Image (max 4MB)**
2. **Project Main Image (max 4MB)**
3. **YouTube or Vimeo link (2 minutes max)**
4. **Project Description**
Should include: Who we are, why we need support / funding, and how donors can help
5. **Project Owner Bios**
Help donors connect on a more personal level with your project. Bios can represent your project's key leaders, those affected by the funds raised, or recognizable amplifiers. An engaging bio contains a picture and short description of the Project Owner and their involvement with the campaign.
6. **Ambassadors** – You will need their email addresses
7. **Project Collaborators** – Team members willing to promote the campaign on their social media networks
8. **Social Media** – Facebook page / Twitter hashtag
9. **Stewardship Plan** – Thanking donors and making good on your promises

THANK YOU for your interest. Please email the completed form to Kathryn.Howard@sdsmt.edu or Stephanie.Powers@sdsmt.edu for review.

We will be in touch as soon as we are able. If you have any immediate questions, please contact the Foundation at 605-394-2436 or stop in and see us.

As a note, this is only the first stage of the process. Please refer to the chart below to see what steps remain.

