Crowdfunding at Emory University

Kim Julian Bowden
Executive Director, Annual Giving
Crowdfunding is defined as “the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.”
Crowdfunding at Emory University

A team of volunteers promote projects via their personal email and social media networks, introducing new individuals outside the institution’s existing reach to compelling ways to make a difference by supporting a specific initiative.
Emory has contracted with ScaleFunder to host its official, University-approved crowdfunding platform, Momentum (momentum.emory.edu).

Working within this platform will ensure all charitable gifts are deposited in a timely manner, the correct gift information is captured in Emory’s donation management system (AWA), and donors receive proper acknowledgement and tax documentation for their contributions.
From Silence to Recognition

By Eric Goldstein
Support the work of students in Jewish studies at the Laney Graduate School and honor those who fought against discrimination at Emory between 1948 and 1961.

$7,857
52% Funded
32 Donors
7 Days

Preserving Atlanta’s Legacy in the Fight Against HIV/AIDS

By Dr. Jesse Peel
Help Emory MARBL’s LGBT collections preserve oral histories from the frontlines of Atlanta’s HIV/AIDS crisis. Matching challenge will double your gift today!

$11,975
119% Funded
62 Donors
0 Days

Helping Reinvent the Wheel

By Zak Hudak
Propel the Wheel from an old-fashioned college newspaper to a modern media institution.

$11,857
79% Funded
49 Donors
0 Days
Application Process
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Online Application

https://www.surveymonkey.com/s/EmoryMomentumapplication
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Considerations

- Does your project have a clear, compelling story that project volunteers can share via their personal networks?

- Do your project volunteers have strong personal networks without significant overlap?

- Can you ensure that project volunteers are regularly reaching out to their networks for the duration of the campaign?
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Recommendations for Success

- Recommended size of volunteer team: 5-10 active members (will vary by project goal and size of personal networks)

- Recommended fundraising goal range: $5,000-$15,000

- Recommended project time frame: 4-6 week prep, 30-45 days live

- Recommended volunteer updates during life of project: 4-8
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Statistics

- Average donation amount is typically $50-$175.

- For each personal e-mail sent to a relevant contact (someone close to project leader, colleague, someone who has strong affinity towards project mission or leader and has giving capacity of $50 or more), you can expect a return of $4/e-mail sent.

- Projects that have video raise up to 122% more money than projects without.

- Projects that have 30% of goal raised in first 3 days are more successful than those without a momentum started at the beginning.

- Facebook has a higher conversion rate than Twitter (but neither as strong as e-mail).
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Requirements

☐ Completion of an online project request form which will be reviewed and approved by the Office of Annual Giving

☐ Approval by the Chief Development Officer within the appropriate development department

☐ A development staff member identified as the liaison to the Office of Annual Giving to collaborate on project setup and volunteer training
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Requirements

☐ An identified Smartkey/AWA allocation where the charitable contributions will be deposited after being processed by the Office of Gift Records and recorded in AWA

☐ A target audience that (primarily) does not exist in AWA

☐ A clearly defined fundraising initiative, including a specific dollar goal in line with expectations for crowdfunding
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Requirements

- An identified group of volunteers who will promote the project through their personal email and social media networks

- A clearly defined plan for acknowledging donors and providing regular project updates
Sample Project

BrainSPORT Program

UCLA
UCLA BrainSPORT Program
Sample Project
Ageless Wisdom Program
University of Pittsburgh’s School of Social Work
Ageless Wisdom

Thanks for visiting!
This project is now in update mode. Check back regularly to see how things are progressing.

Ageless Wisdom

3/4 social workers will work with older adults.

$8,135
134 Donors

Project ends on July 01, at 11:59 PM EDT

Share to Maximize IMPACT

Share

Give Now

Project Owners

0 DAYS LEFT
Questions?