

#### October 13, 2016

# **ORSP WORKSHOP**





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#### Introduction

Angie Avery

- Annual Giving Coordinator
- University Development
- Carriage House
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YOU Tube

@IgniteOleMiss



## Ignite Ole Miss: Total Results

- 27 campaigns launched since October 2014
  - 12 projects the first year 2014-15
  - 15 projects this year 2015-16
- Totaling \$999,752 from 4,347 donors as of April 18, 2016









## Crowdfunding

• Designed for smaller-scale projects where modest gifts can *make a difference* 

#### ╋

 Transparent and specific projects create a sense of familiarity and feeling that gifts make an immediate impact

Increased donor engagement and participation

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## Crowdfunding Benefits

- Providing a central institutional platform solves other campus-wide issues
  - Smaller university groups have no method to fundraise for their individual projects
  - As a result, faculty, staff and students have turned to crowdfunding without permission from the "official" fundraising authority





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## Planning: 3 Phases

- Quiet Phase (pre-launch): 4-6 weeks
  - Identify team and assign roles & responsibilities
  - Develop strategies
  - Write content
  - Create videos and photos
  - Compile email lists
- Active Phase (campaign): 30-45 days
  - Updates
  - Emails
  - Social media posts
- Fulfillment phase (post-campaign):
  - Perk execution
  - Stewardship
  - Final updates

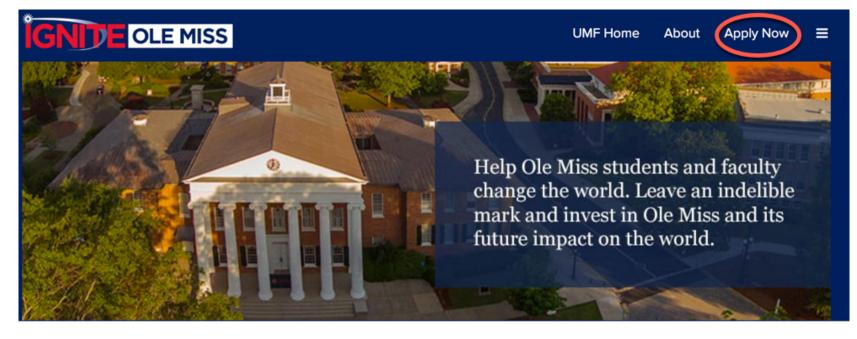








#### Application



\$2,154,531 AMOUNT RAISED

6,136 **GIFTS RECEIVED** 





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#### **Platform Backend**

٢	📽 Crowdfunding	© Organization		Angela Avery from University of Mississippi 🕶
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411	REPORTS	Project Title *	UM Gospel Choir	
Ũ	LEVELS	Short Description		
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۵	COLLABORATORS	Print URL	https://ignite.olemiss.edu/	
¢	SETTINGS	Appeal Id		
		Fund Id		
		Group	None	
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#### Video Recording

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#### About the Video Recording Studio

Based on the Penn State One Button Studio model, the Video Recording studio is a simplified video recording setup that can be used without any previous video production experience. The design of the studio allows you to create high-quality and polished video projects without having to know anything about lights and cameras. You only need to bring your flash drive with you and push a single button. When you have finished recording your video, simply remove your flash drive and all the equipment will shut down and turn off automatically.



You Tube

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#### Thank You

#### **Questions?**









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