

October 13, 2016

ORSP WORKSHOP





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Introduction

Angie Avery

- Annual Giving Coordinator
- University Development
- Carriage House
- 406 University Avenue
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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*

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

Increased donor engagement and participation

YOU Tube

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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

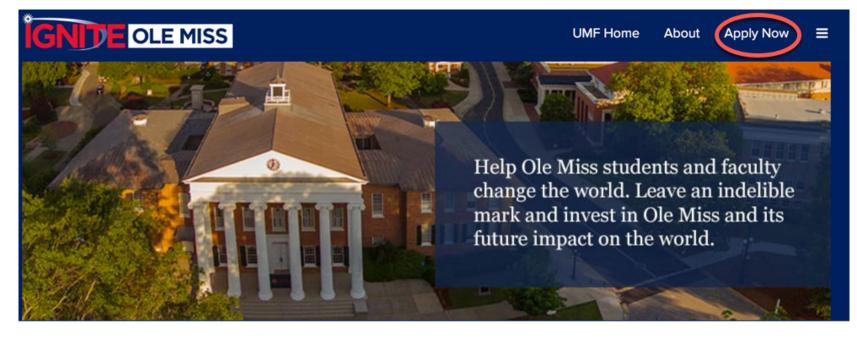








Application



\$2,154,531 AMOUNT RAISED

6,136 **GIFTS RECEIVED**





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Platform Backend

٢	📽 Crowdfunding	© Organization		Angela Avery from University of Mississippi 🕶
Crow	dfunding » Projects »	UM Gospel Choir 🔠 All Projects	M All Groups	Preview Project
æ	DASHBOARD	Project Settings		
₽ Ĵ	UPDATES •			
\$	DONATIONS >	Project Status	New Activate this project	
411	REPORTS	Project Title *	UM Gospel Choir	
Ũ	LEVELS	Short Description		
Ê	CONTENT •			
۵	COLLABORATORS	Print URL	https://ignite.olemiss.edu/	
¢	SETTINGS	Appeal Id		
		Fund Id		
		Group	None	
		Twitter hashtag		
		Donation Reward Type	Perks Evels	









Video Recording

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	deo Recording Studio and a complete Video on to find out more about the different areas	Editing Suite. STUDIOone is available to	AboutUse PolicyUsing STUDIOoneHelp & TutorialsReserve STUDIOone				
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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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