

The logo features the word "IGNITE" in red, bold, sans-serif capital letters. A blue swoosh underline starts under the "I", goes under "G", "N", and "I", then loops back under "T" and "E". A small blue starburst is positioned above the "I". To the right of "IGNITE" is a dark blue rectangular box containing the words "OLE MISS" in white, bold, sans-serif capital letters.

# IGNITE OLE MISS

October 13, 2016

## ORSP WORKSHOP

# Introduction

Angie Avery

- Annual Giving Coordinator
- University Development
- Carriage House
- 406 University Avenue
- (662) 915-5946
- [aavery@olemiss.edu](mailto:aavery@olemiss.edu)

## 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

## 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

# 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

IGNITE OLE MISS UMF Home About **Apply Now** ☰

Help Ole Miss students and faculty change the world. Leave an indelible mark and invest in Ole Miss and its future impact on the world.

**\$2,154,531**

AMOUNT RAISED

**6,136**

GIFTS RECEIVED

## Platform Backend

Crowdfunding Organization Angela Avery from University of Mississippi

Crowdfunding » Projects » **UM Gospel Choir** All Projects All Groups Preview Project

### Project Settings

**Project Status** New Activate this project ?

**Project Title \***  ?

**Short Description**  ?

**Print URL**  ?

**Appeal Id**  ?

**Fund Id**  ?

**Group**  ?


**Twitter hashtag**

**Donation Reward Type**  Perks  Levels



## Video Recording

THE UNIVERSITY OF MISSISSIPPI

 The University of Mississippi Libraries

[About](#) [Research & Collections](#) [Services](#) [Using the Library](#)

### About

# STUDIOone

STUDIOone one consists of a simplified Video Recording Studio and a complete Video Editing Suite. STUDIOone is available to all University of Mississippi affiliates. Read on to find out more about the different areas in STUDIOone.

---

#### 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.

**About**


**Use Policy**

**Using STUDIOone**

**Help & Tutorials**

**Reserve STUDIOone**

#### STUDIOone Uses





Thank You

Questions?

*Please follow us on...*