USEED
Let’s crowdfund together

The Higher Education Crowdfunding Training Program
Founded by
Young Alumni

Our first class in 2011
Crowdfunding
Our Mission

Empower students to fundraise for educational experiences that change their lives and the lives of others.
2000+ STUDENTS, ALUMNI, FACULTY, & STAFF TRAINED THROUGH OUR CURRICULUM
Our Goal Today

You leave with a…

1. **Clear understanding** of the best use of crowdfunding
Our Goal Today

You leave with a…

1. **Clear understanding** of the best use of crowdfunding
2. **Proven** governance framework for risk mitigation
Our Goal Today

You leave with a…

1. **Clear understanding** of the best use of crowdfunding
2. **Proven** governance framework for risk mitigation
3. **Case studies** to discuss with your team
For Higher Education

Integrate with Advancement Services
Seamless gift processing into donor database.

Effective Governance
Transparent vetting process, effective policy.

Volunteer Training
No staff fundraising required.
3,100% growth in just 5 years
Projected to hit over $60B in 2016

3,100% growth in just 5 years
Young Alumni, what’s the root problem?

1. Get contact info?
2. Engagement?
   a. Email
   b. Phone
   c. Social Media
   d. Text messaging
3. Goal?
   a. Any gift?
   b. Regular giving?
   c. Rankings?

%?
Year 2000+
84% of employed millennials donate to a charitable cause every year.

2015 Millennial Alumni Report
75% of working millennial alumni would donate to a cause-based organization before they would donate to their alma mater.
“Our young alumni do not think of us as a non-profit...”
“To graduate, be in all this debt and then get called to donate money when the school has already taken so much from me, it was just kind of violating and frustrating.”
A missed opportunity?

Cause Donors

Unrestricted Gifts
A missed opportunity?

Cause Donors

Unrestricted Gifts
Higher Ed’s Greatest Untapped Opportunity
Data Discovered in Partnership with

- ASU
- Knox College
- University of Louisville
- University of Houston
- University of Alberta
- University of Washington
- W
- SAIT
- Indiana Tech
- R·I·T
- Emerson College
- Mount Royal University
- Pacific Lutheran University
- Australian National University
- Champlain College
- UC Irvine
- University of Rochester
Over 50% of donors are new
The **Cause Driven** Donor

1. Asked by **someone they know**
2. **For a project** they care about
3. Directly **see the impact**
Reach Alumni

30% to 60%
of all gifts were from alums.
Digital Philanthropist

Give a first-time gift of a $1,000 or more, typically on their iPad or iPhone.

About 35% of visitors are mobile.

Mature programs see one or more multi-million gifts from first-time donors.
Acquire New Donors

“Our best donor acquisition channel is our student calling program, which wins 1,600 new donors each year.

In our first year with crowdfunding we won almost 1,000 new donors, including dozens of new members to our President’s Circle.”

Betsy Hauenstein
UW Director of Annual Giving
The Mythical Millennial
Students crowdfund themselves?

1. Cannot be recognized as charitable gift
2. No oversight or accountability
3. No ability to cultivate donor relationship
Students crowdfund themselves?

1. Cannot be recognized as charitable gift
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4. **Do not know how to fundraise**
Everyone is a fundraising expert.

(until the run a fundraising campaign)
Fundraising Fail

Indiegogo

Over! Close Enough Nada Nada Nada Nada Nada Nada Nada Nada
How they fail

10% Before Launch

90% After Launch
How to win

90%

Before Launch

10% After Launch
Crowdfunding Success

90%

Training Program
Fundraising Win!

USEED Model

Over!  Over!  Over!  Over!  Over!  Over!  Over!  Over!  Close Enough  Close Enough
Program Model

1. Program Enrollment
   - Recruit: Source Campaigns
   - Interview: Approve concepts
   - Train, Coach, Mentor: Team designs, builds campaign, and mobilizes team

2. Launch Approval
   - Launch Crowdfunding Experience: Campaign launch. Donor engagement/stewardship
Crowdfunding for everyone

- Class projects
- Student orgs
- Study abroad
- Affinity programs
- Research
- Club sports
Fundraising Win!

USEED Model

Avg. $10,600
3x raised

Avg. $6,500
2x raised
Sustainable Capacity Building

Play Around the World: Service Trip Abroad
A play-therapy program for children’s hospitals in emerging economies, giving students a real world experience in the global challenges of providing effective health care. Three years of campaigns:

- **2014 campaign**: $15,560
- **2015 campaign**: $21,570
- **2016 campaign**: $21,972
Higher Ed Crowdfunding Stories
From Ideation to Reconciliation
Crowdfunding Formula

Personal Email

Authentic Content

Powerful Launch
Which Video Wins?

Ivy League institution
Professional video
Faculty speaker
Features Facilities
Which Video Wins?

Small College
Student made
Student speaker
Features Actions
Which Email Wins?

Professional fundraiser

Branded

Features staff
Which Email Wins?

Amateur fundraiser
No branding
Personal message

Can I get your feedback?
1 message

Brian Sowards <brian@useed.org>
To: brian@useed.org

Hi Uncle Brian!

How are you?!

I’ve joined a campaign called 33 Buckets: Clean Water Distribution in Bangladesh.

My team and I seek to bring clean water to Bangladesh. We will be launching our campaign soon and I am seeking feedback on how I can improve my page!

If this sounds of interest, I shared why this campaign matters to me on my personal page:

https://asu.useed.net/oYso66w0Pz8

I appreciate any recommendations you might have before we launch.

Thanks!

Brian

P.S. Your feedback helps me do the best job I can for a cause I care about. Please tell me if you have any ideas on how I can make my page better!
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students Trained</td>
<td>724</td>
</tr>
<tr>
<td>Future Philanthropists</td>
<td></td>
</tr>
<tr>
<td>Total Donors and Dollars</td>
<td>2,828 Donors</td>
</tr>
<tr>
<td></td>
<td>$378,536 Dollars</td>
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<tr>
<td>Programs</td>
<td>27 Programs Funded</td>
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Finding your next $MM donor
Unlock the community of your students
“Our students are our best value engagement with alums.”

Annina Fabbioli, University of Chicago Law School
“It’s important to talk about the leadership role in the community students play.”

Lisa Kloppenberg, Santa Clara University School of Law
“This is a great time to show what is distinctive about your school.”

Kevin Johnson, University of California-Davis School of Law
Summary

1. **Train students to fundraise**, and become future philanthropists.

2. **Install a clear governance** approach to protect your brand and 501c3 status.

3. **Engage cause-driven donors through volunteers** to deliver sustainable capacity-building to your programs.
Empowered Development Officer

1. **Stories from students**, that are fresh, exciting and relevant.

2. **Real time engagement** - philanthropists can see how their gift inspires others *as it happens*.

3. **Inspire renewed faith** in the future of higher education.