

# CROWDFUNDING: A NEW FOUNDATION FOR A CONTEMPORARY ANNUAL GIVING PROGRAM



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## OVERVIEW OF THE ANNUAL GIVING PROGRAM

An institution's ability to generate revenue through individual giving constitutes for as much as 80% of its total accumulation of funds<sup>1</sup>. This is the average for all nonprofit institutions across the United States, the most charitable nation in the world. For the University of Texas Health Science Center at San Antonio, income is mostly accrued through foundation and corporation support, a statistic that inversely applies to most other institutions of higher education.

Annual giving functions as the foundation for many development models throughout the nonprofit community. Working with annual giving as a starting point, prospects that may have the capacity and passion to give at a larger scale are able to be identified and moved into the pipeline.

This area in development marks the beginning of the donor life cycle by placing them in the position for further cultivation. A donor's passion for the university can often grow even though they no longer sit in its classrooms, or if they have never set foot on campus, or had never heard of us until an alumnus saved their life. We are known for one concrete dogma: to make lives better. We stand by this ideal by molding students into doctors of the highest caliber, nurses with the utmost compassion and skill, dentists with the greatest poise and kindness, and other health professionals who have joined the race in medical innovation and discovery. Through the efforts of the annual giving program, individuals are pulled from a population of prospective donors, whether it be through large outright gifts or potential bequests, thus cuing the start of a cyclical relationship between institution and person.

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<sup>1</sup> This information was acquired from a UT System Center for Enhancing Philanthropy Workshop.

## COLLABORATIVE VS. TACTICAL FUNDRAISING

### COLLABORATIVE

Collaborative fundraising is a model used by most nonprofits to secure funds in a traditional forward thinking manner. Though a goal is present in any fundraising model across the spectrum, collaborative fundraising calls for a collective effort and a harmonious relationship between all fundraisers involved in the effort. Collaboration is seen as a traditional fundraising method as it pertains to an obvious philanthropic nature in the way it works. In the process of capitol campaigns, collaborative work is needed at its highest capacity, but this doesn't seem to be the only effort type that calls for the collaboration of individuals.

Collaborative fundraising fits well within the realm of annual giving. Smaller solicitations, whether acquired through direct mail appeals, emails, phone calls, or events take work from all across the institutional advancement team.

### TACTICAL

In the fundraising world, another avenue that is often taken is known as the tactical method. Tactical fundraising encompasses the idea that if you place priority for fundraising in the hands of a competitive atmosphere, results will surface even quicker.

Tactical fundraising can be seen as a process that conjures up expedient results. This has made this method of fundraising a method that a lot of nonprofits are uncomfortable with pursuing. This is because they believe it doesn't compliment their own mission and goals, or because to them it taints the atmosphere that philanthropy creates by placing importance in something other than teamwork. With these worries regarding tactical fundraising taken into consideration, an enormous advantage is the fact that this method helps generate in results at a faster rate.

## CROWDFUNDING AS A NEW APPROACH

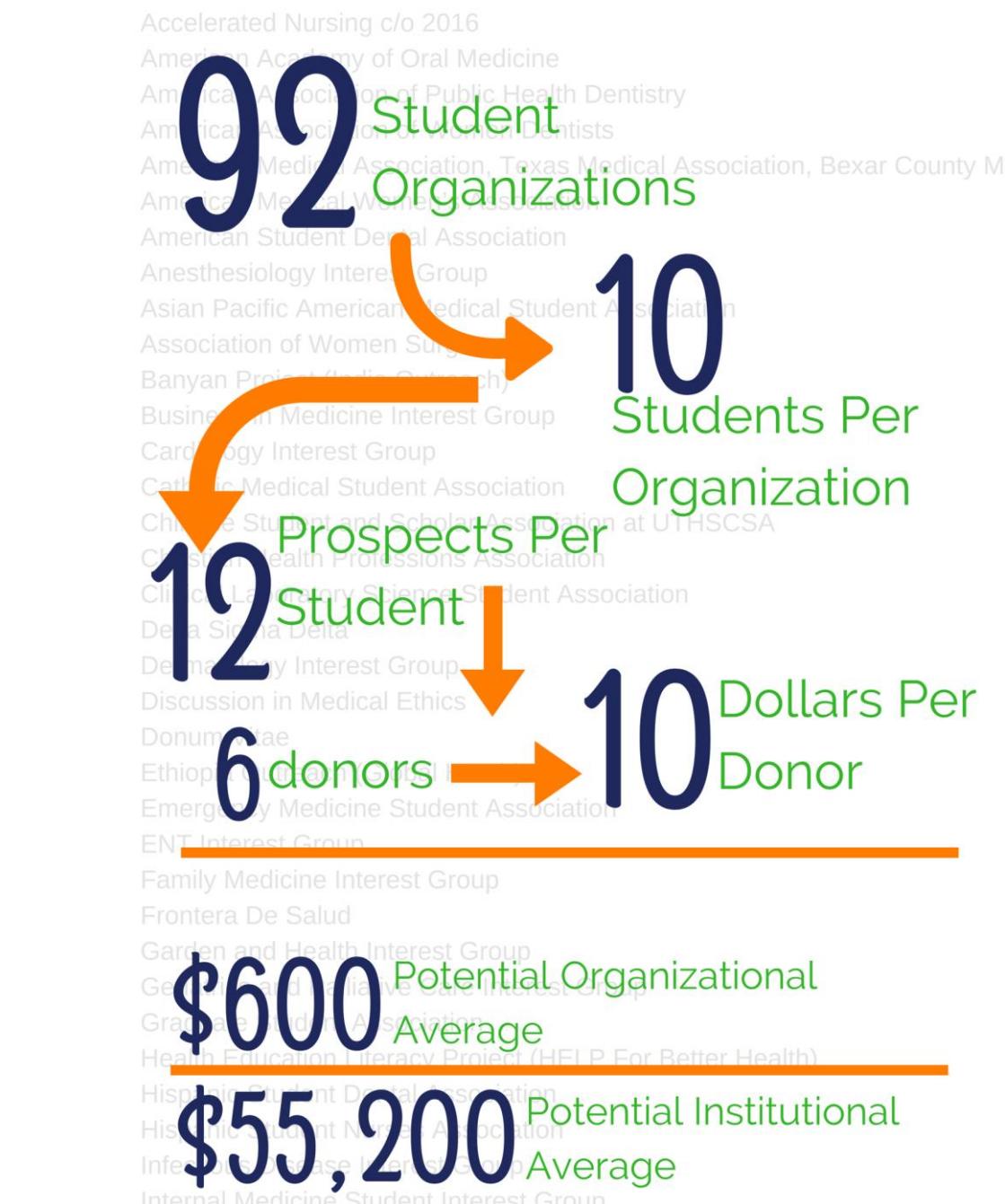
Crowdfunding is a new and innovative way to fundraise for individual project needs *and* institutional needs, by utilizing a culmination of collaborative and tactical methods. Crowdfunding urges student organizations to take charge of their own success through the connections that they have made with friends, families, or colleagues. Crowdfunding allows you to appeal not only to your donors within the realm of their preferred method of giving, but also showcase the university as a whole and convey it as one comprehensive and unified entity. A crowdfunding platform is provided to keep track of each individual project, help promote each project, and offer tools that are needed to share each project.

“IF YOU WANT TO GO QUICKLY, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.” —AFRICAN PROVERB

Professional university fundraisers manage the platform and its contents, while constantly consulting with the students and student advisors who help sculpt a story worthy of the attention necessary to generate interest and income. Storytelling from the student perspective is key in this process and conveying this perspective will prove to be the most useful tool that crowdfunding offers. The collaborative concept of crowdfunding is clear, but the tactical portion is equally important. Each project that is promoted on the platform has a very definitive timeline that helps increase the sense of urgency of the project and its fundraising efforts. The platform also has a thermometer tool that helps prospects see the amount of money raised versus the amount of time remaining. All of this is a tactical approach to fundraising because it pushes the envelope just enough to gain faster results, while still resonating well with all parties involved because collaboration and passion is still clearly shown throughout the crowdfunding process.

## UT HEALTH SCIENCE CENTER STUDENT ORGANIZATIONS

### THE CROWDFUNDING DRIVING FORCE



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## LIST OF UTHSCSA STUDENT ORGANIZATIONS

Accelerated Nursing c/o 2016  
American Academy of Oral Medicine  
American Association of Public Health Dentistry  
American Association of Women Dentists  
American Medical Association, Texas Medical Association, Bexar County Medical Society  
American Medical Women's Association  
American Student Dental Association  
Anesthesiology Interest Group  
Asian Pacific American Medical Student Association  
Association of Women Surgeons  
Banyan Project (India Outreach)  
Business in Medicine Interest Group  
Cardiology Interest Group  
Catholic Medical Student Association  
Chinese Student and Scholar Association at UTHSCSA  
Christian Health Professions Association  
Clinical Laboratory Science Student Association  
Delta Sigma Delta  
Dermatology Interest Group  
Discussion in Medical Ethics  
Donum Vitae  
Ethiopia Outreach (Global Heath)  
Emergency Medicine Student Association  
ENT Interest Group  
Family Medicine Interest Group  
Frontera De Salud  
Garden and Health Interest Group  
Geriatrics and Palliative Care Interest Group  
Graduate Student Association  
Health Education Literacy Project (HELP For Better Health)  
Hispanic Student Dental Association  
Hispanic Student Nurses Association  
Infectious Disease Interest Group  
Internal Medicine Student Interest Group  
Interventional Radiology Interest Group  
Latino Medical Student Association  
Latter-Day Saint Student Organization  
Lions Health Screening Organization/Lion's Club MESU  
Masters of Occupational Therapy c/o 2017  
Medical c/o 2018  
Medical Students for Choice  
Meditation Society/Mindfulness Society  
Men in Nursing

Military Health Interest Group  
Music & Art in Medicine  
Muslim Student Organization  
National Student Nurses Association  
Nursing c/o May 2016  
Nursing c/o May 2017  
OB/GYN Interest Group  
Oncology Student Interest Group  
Ophthalmology Interest Group  
PA Class of 2016  
PA Class of 2017  
Pathology Interest Group  
Pediatric Dental Society  
Pediatric Interest Group  
Physical Medicine & Rehabilitation Student Interest Group  
Physicians for Human Rights  
Plastic Reconstructive Surgery Interest Group  
PRIDE  
Psychiatry Student Interest Group  
Radiology Interest Group  
Refugee Accompaniment Health Partnership  
Respiratory Care  
Rockwood Orthopedic Society  
Salud al Pasito  
San Antonio Student Pharmacists Association  
School of Health Professions Student Forum  
Society for the Advancement of Chicanos and Native Americans in Science  
Sports Medicine Interest Group  
Student American Dental Hygienists' Association  
Student Interest Group in Neurology (Neuroscience Society)  
Student National Dental Association  
Student National Medical Association  
Student Occupational Therapy Association  
Student Pathology Association  
Student Surgical Society  
Students Going Global (Panama)  
Students Run Free Clinic  
Tiny Patient Project  
Urology Interest Group  
Vamos Guatemala Summer Group  
Vascular Surgery Interest Group  
Veteran Medical Student Association  
Wilderness Medicine Student Interest Group  
Witte Student Organization  
Xi Psi Phi (Dental Honor Society)  
Yoga & Medicine  
**And more!**

## CROWDFUNDING EXAMPLES AND RESULTS

### COMPREHENSIVE ACADEMIC INSTITUTIONS

Universities across the nation, along with other nonprofits, have grown to utilize all the benefits that crowdfunding has to offer. Universities have crowdfunding platforms that are powered by a plethora of different entities due to their individual needs and constraints. An example of a university whose already successful annual giving efforts were improved by crowdfunding is the University of Texas at Austin.



HOME
ABOUT
APPLY
LOG IN

## Harnessing the Power of Longhorn Nation



Check out the latest projects.

Show your support today!



The University of Texas at Austin



Renovate the SAE Trailer for 2017 Formula SAE Competition

*By Matthew Richardson*

We are renovating the UT SAE trailer so that we can enter a combustion engine and electric powered vehicle at next year's Formula SAE competition.

**\$3,100**

80% Funded    10 Donors    0 Days Left



Help GeoFORCE Texas change the lives of high school students

*By Chris Graham*

GeoFORCE inspires rural southwest Texas and inner-city Houston high school students to get interested in STEM by attending summer geology field academies.

**104**

104% Participation    104 GF Friends    0 Days Left



Support environmental art exhibitions at Visual Arts Center

*By Dorota Biczel*

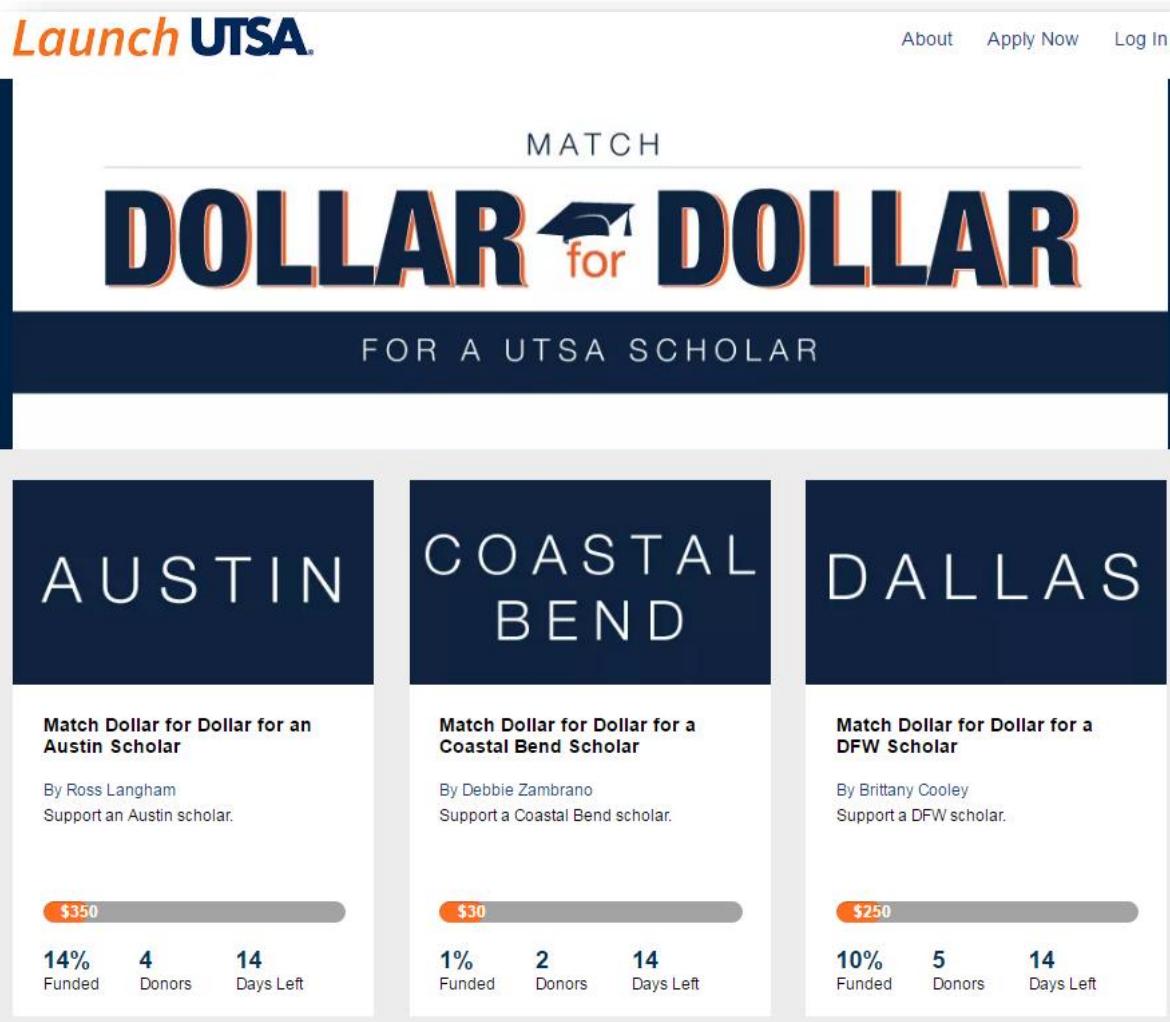
Help art history graduate students bring to Austin two international exhibitions showing how human activities alter the landscapes of Texas, Peru and elsewhere.

**\$17,090**

113% Funded    164 Donors    0 Days Left

## PLATFORM VERSATILITY

The University of Texas at Austin crowdfunding platform, "HornRaisers," has hosted multiple projects that have raised well over \$20,000. The university has also engaged in multiple annual giving campaigns that the platform supports in advertising and expressing throughout the cyber community. This proves the versatility that an official university-wide crowdfunding platform has to offer. An example of a campaign is shown below with the crowdfunding platform for UT San Antonio, LaunchUTSA. The adaptive capability that the platform offers can help promote and track a campaign's progress.



The screenshot displays the LaunchUTSA platform interface. At the top, there is a navigation bar with links for "About," "Apply Now," and "Log In." Below the navigation, the title "MATCH DOLLAR for DOLLAR" is prominently displayed, with "DOLLAR" in large blue letters and "for" in orange with a graduation cap icon. A subtitle "FOR A UTSA SCHOLAR" is centered below the main title. The page features three separate campaign cards, each with a dark blue header and white text:

- AUSTIN**: "Match Dollar for Dollar for an Austin Scholar" by Ross Langham. It shows a progress bar at 14% funded with 4 donors and 14 days left. The goal is listed as \$350.
- COASTAL BEND**: "Match Dollar for Dollar for a Coastal Bend Scholar" by Debbie Zambrano. It shows a progress bar at 1% funded with 2 donors and 14 days left. The goal is listed as \$30.
- DALLAS**: "Match Dollar for Dollar for a DFW Scholar" by Brittany Cooley. It shows a progress bar at 10% funded with 5 donors and 14 days left. The goal is listed as \$250.

## ACADEMIC HEALTH SCIENCE CENTERS

The next example shown on page 11 showcases results of a crowdfunding platform implemented within a health science institution. The University of California at San Francisco is an institution with a wide donor base and professionals that are fully dedicated to the management

and control of its crowdfunding platform. An important consideration when reviewing this example is that a university as robust as UCSF, an institution with a large donor base, is not

### DONOR ATTENTION & DONOR RETENTION

necessarily comparable to UTHSCSA's potential success using this platform. This example is reflected as there are many similarities behind program ideals, values, and priorities. It is easy to look at successful crowdfunding programs at a comprehensive academic university that has all of the advantages of mascots, athletics, and a more



traditional campus atmosphere. When it comes to health institutions, different avenues must be sought out in order to secure donor attention and ensure retention. The example shows how this avenue can be traveled and just how successful a crowdfunding program can prove to be for this type of institution. One of the most successful project pages is also shown on page 11, perfectly capturing evidence that crowdfunding can truly be impactful. Although UTHSCSA's platform may not specifically reflect the dollar amounts shown in these examples if crowdfunding is established, it is helpful to see the benefits a crowdfunding program might bring to UTHSCSA.

**UCSF**

[Log In](#)



Bring innovative ideas to life on UC San Francisco's crowdfunding platform. Together, we can pursue new explorations in science and health care.

CCN1C=NC=C1C(=O)N



**Healing Hands for Cancer Pain**

By Carla Kuon  
Pilot program of massage therapy to treat Bone Marrow Transplant patients.

**\$7,561**

18% Funded    36 Donors    77 Days Left

**UCSF School of Medicine Student Gift Campaign**

By Tokunbo Ayeni  
Class Gift MD 2016

**58**

38% Participation    58 Donors    0 Days Left

**IGOT YEAR END FUNDRAISING**

Support IGOT

By Amber M. Caldwell, MSc  
IGOT's mission is to improve the care of underserved populations affected by orthopaedic trauma injuries through academic collaboration.

**\$7,486**

0% Funded    26 Donors    0 Days Left

### Support the Emergency Ebola Response



Share to Maximize  
IMPACT <

Share

Share

Share

**\$141,190**

94%  
Raised toward our \$150,000 Goal  
514 Donors

PROJECT HAS ENDED

Project ended on December 31, at 12:59 PM PST

> Project Owners



Give Today

## IMPLEMENTATION: UTHSCSA'S PLATFORM

One of the greatest reasons why crowdfunding is so effective is the fact that the university will provide students and their projects with resources for success such as the university-wide platform.

Fraudulent activity regarding crowdfunding has occurred with platforms such as GoFundMe and FundRazr. The difference between these platforms and official university platforms is that the university platforms are constantly managed not by those who are benefiting directly from the fundraising effort, but by the professionals who represent the university's interests.

Our platform would be a state-of-the-art reference used to view project descriptions, project videos that are made by the students, information about student organizations, and progress updates for the project.

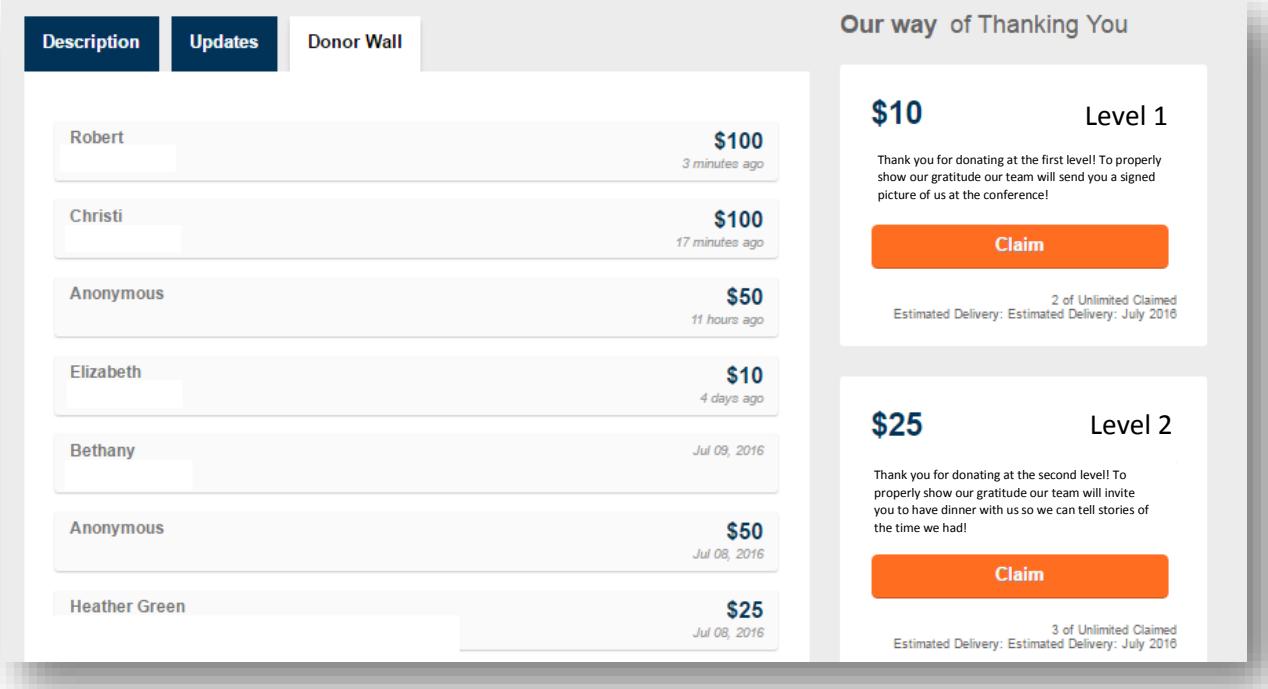
Thermometers are seen throughout the platform home page for each respective project showing how far away they are to reaching a monetary goal in relation to how far they are from reaching the project deadline. All of these tools are very helpful in the fundraising effort for each individual project because it shows a certain transparency that's craved by donors of any capacity; donors want to know that they are giving to a cause that will directly benefit the individuals involved, the university, and the community, whether it be global or local.

## STEWARDSHIP

The UT Health Science Center San Antonio crowdfunding platform, given the sample name "FundHSC," will also contain information and tools that help in the cultivation and stewardship of donors who give to each project. On the far right hand side of the project page there is a section entitled "Our Way of Thanking You" that helps encompass the concept behind the gratitude that needs to be shown to our donors at all levels. This section of the project page hosts giving levels ranging sometimes

from \$10 to \$1,000 or more. For each giving level a “Perk” is given to the donor as a way of saying thank you. These Perks are usually personal gifts that have no capital worth such as a signed photograph of the students as opposed to a gift card.

Perks may not have any monetary value. Otherwise, the gift will not qualify as a tax-deductible donation. Professional oversight is key throughout this process to ensure that these Perks are appropriately managed. In addition to Perks, there is a tab that is located near the project description entitled “Donor Wall.” When someone clicks onto the tab, a page populates under it containing a list of all of the donors who



The screenshot shows a web interface for a crowdfunding project. At the top, there are three tabs: "Description" (dark blue), "Updates" (light gray), and "Donor Wall" (light gray). The "Donor Wall" tab is active. To the right, the heading "Our way of Thanking You" is displayed. Below this, two sections are shown:

- Level 1 (\$10):** A perk for donating at the first level. It includes a description: "Thank you for donating at the first level! To properly show our gratitude our team will send you a signed picture of us at the conference!", a "Claim" button, and information: "2 of Unlimited Claimed" and "Estimated Delivery: Estimated Delivery: July 2016".
- Level 2 (\$25):** A perk for donating at the second level. It includes a description: "Thank you for donating at the second level! To properly show our gratitude our team will invite you to have dinner with us so we can tell stories of the time we had!", a "Claim" button, and information: "3 of Unlimited Claimed" and "Estimated Delivery: Estimated Delivery: July 2016".

The main area displays a list of donors and their contributions:

Donor	Contribution	Time Ago
Robert	\$100	3 minutes ago
Christi	\$100	17 minutes ago
Anonymous	\$50	11 hours ago
Elizabeth	\$10	4 days ago
Bethany		Jul 09, 2016
Anonymous	\$50	Jul 08, 2016
Heather Green	\$25	Jul 08, 2016

have contributed and the amount they donated to the project. Of course, if the donor wishes not to disclose this information, they can choose to be anonymous. An example of the Donor Wall and Perks is shown in the figure above.

Stewarding donors is one of the most important components involved in development. This platform assists in stewardship through the Donor Wall and Perks. In addition to this stewardship process, these new donors are henceforth moved into the pipeline for further cultivation, potential solicitation, and ongoing appreciation from the university.

### STORYTELLING THROUGH VIDEO

For each project page, a video of student representatives from their respective organization are featured. There, they discuss the upcoming opportunity that they are fundraising for. It is encouraged that this video is grassroots quality as an attempt to look more authentically made from the students themselves. This video has proven to be one of the most crucial parts in the crowdfunding process because it sheds light on the project from the student perspective which is what resonates most with prospective donors.



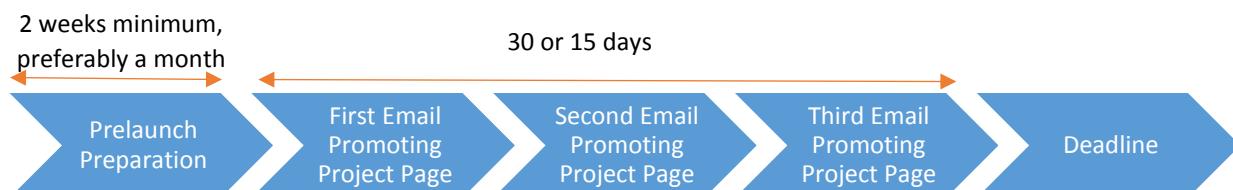
IN ORDER TO SUCCEED IN  
CROWDFUNDING, YOU MUST  
SUCCEED AT TAILORING YOUR  
STORY

The video that is provided by the organization is the best way for them to tell their story beyond just the project description. Videos offer an avenue to showcase the transparent characteristic that crowdfunding aims to convey. These videos give the project a face and it gives the project humanity. All too

often, a frequent complaint from donors is that they do not know exactly what their hard-earned money is specifically benefiting. Donors are stewarded directly from the students, enhancing the donor experience.

## PROJECT TIMELINE

As for the logistics regarding the project process, there is a timeline. For each project there are usually two options that the student organization and the institutional advancement team have to decide on based on the specific project needs. The two options are a thirty day timeline, or a fifteen day timeline. This means that you can only have a project up and running on the platform for either a month, or for half of a month. There are no in between options to choose from. The idea behind this suggestion is that donors are more interested in giving when there is a sense of urgency. Also, it gives students a sense of urgency, compelling them to work harder for the results they desire. For each of these two options, there are a total of three email pushes. Every student from the organization must provide their own personal network by providing UTHSCSA with email addresses of potential prospects for each push, then Web Relations emails them at the beginning, middle, and end of the project timeline. A visual representation of the project timeline is shown below.



During the Prelaunch Preparation phase, Institutional Advancement professionals should take about one month to review over the content and information provided in the application in order to elaborate on the project goals and definition. During this time, it's crucial to nail down the project description and hone in on how the project will specifically impact the students involved, the university, and the community whether it be global or local. During this phase, students are then asked to compose and provide the video previously discussed, as well as decide on the Donor Perks with the platform manager.

## THE APPLICATION

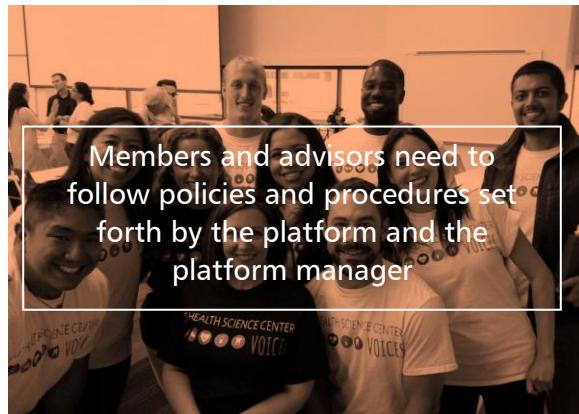
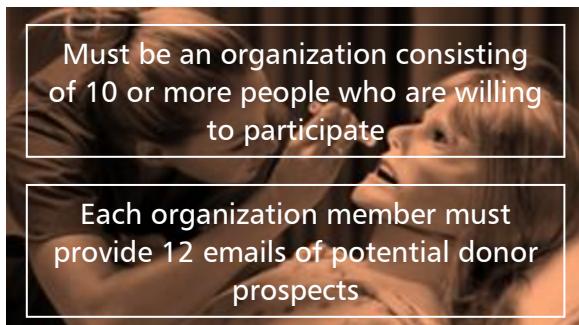
The screening process is very important in ensuring that the crowdfunding platform reflects UTHSCSA's mission and goals appropriately. This means that a process must be in place in order to assess projects that student organizations propose in applications. Applications to be admitted onto an official university crowdfunding platform must be used in order to properly screen projects to ensure that they are appropriate.

Usually, there are five criteria required for the project to meet proper qualifications, although criteria can be arranged according to the respective university and its needs. The five criteria are listed below. An example of an application UTHSCSA would have is drafted in pages 17 and 18. All information seen was acquired through platform research.



# FUNDHSC

FOR A PROJECT TO BE CONSIDERED, THE FOLLOWING CRITERIA MUST BE MET:



## CROWDFUNDING APPLICATION

<p>First Name <input type="text"/></p> <p>Last Name <input type="text"/> <b>Required field</b></p> <p>Email <input type="text"/></p> <p>Phone Number <input type="text"/></p> <p>Phone Type &lt;Select&gt; <input type="button" value="→"/></p> <ul style="list-style-type: none"> <li>• Home</li> <li>• Work</li> <li>• Mobile</li> </ul> <p>Organization/Department Name <input type="text"/></p> <p>Organization/Department Website or Blog <input type="text"/></p> <p>Organization/Department Facebook Page <input type="text"/></p> <p>Organization/Department Twitter Page <input type="text"/></p> <p>Applicant's Role/Title <input type="text"/></p> <p>Number of Active Members <input type="text"/></p>
--

Please provide goals, objectives, and a brief description of how funds will be used. Successful crowdfunding projects have scalable goals and demonstrate how gifts at various goals make a difference.



- UTHSCSA Employee
- Representative of a group with a UTHSCSA Employee as an advisor



Keep in mind that the project timeline has to fit within 15 or 30 days.

Fundraising Purpose

Explanation of how this project will impact the institution or the greater community

Total cost of the project (\$)

Amount already raised (\$)

List any additional organization fundraising activities and dates

UTHSCSA Affiliation

Advisor Name (if applicable)

Advisor Email Address

School/Unit Affiliation

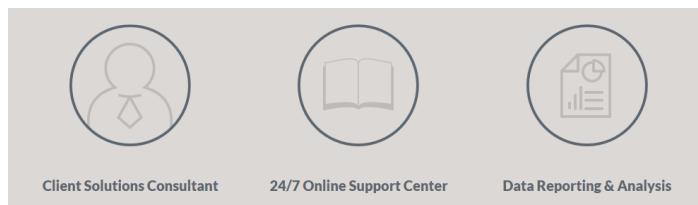
Project Timeframe

How many team members do you have who will actively help you share the page via email and social media?

## EXPLORING PLATFORM OPTIONS

### SCALEFUNDER

Scalefunder is a crowdfunding resource that is used by multiple UT System comprehensive academic universities. Scalefunder is a good resource for most of these universities because they have a Phonathon program in place that is powered by the same entity, RuffaloNoelLevittz (RNL), previously known as RuffaloCODY<sup>2</sup>. All the necessary work needed in order to streamline donors and prospects into the university donor database is already in place through the Phonathon program, so the Scalefunder streamlines the crowdfunding option to the already existing account with RNL. To add to the universities such as UT Austin and UT San Antonio, RNL represents other clients such as Cornell University, Duquesne University, Northwestern, UC San Francisco, University of Maryland, University of Mississippi, and many more. Scalefunder has helped universities launch projects that can generate six figures within one month, which proves the capability a high caliber crowdfunding effort. UTHSCSA, however, does not currently have a Phonathon program



in place, making the process needed in order to streamline prospects and donors acquired through crowdfunding more complicated. Scalefunder,

unlike most other crowdfunding resources, charges the university five percent of the funds raised for each individual project instead of charging a flat fee. This makes it easy to include the charge in the project goal in order to budget for the project. The following examples represent a crowdfunding platform powered by Scalefunder.

<sup>2</sup> This is in no way an endorsement for Scalefunder or RuffaloNL, but an exploration of an option that the institution has when discussing crowdfunding platforms avenues.

## SAMPLE HOME PAGE

# FUNDHSC

[ABOUT](#) [APPLY](#) [LOG IN](#)

WE MAKE LIVES BETTER<sup>®</sup>

# And So Can You

SAN ANTONIO



**SAGE UTHSCSA Chapter Needs Help to Help!**  
 Help UTHSCSA student provide healthcare to the people of Guatemala.

**\$1,245**

**49%** Funded   **18** Donors   **13** Days Left



**Help Support the Dental Clinic**  
 Continue in your support for UTHSCSA by donating to help the upbringing of our state-of-the-art Dental Clinic.

**\$30**

**1%** Funded   **2** Donors   **17** Days Left



**Providing Opportunities for Aspiring Researchers**  
 Dr. Brenner Leads research in glioblastoma. Help build a foundation for students.

**\$250**

**10%** Funded   **3** Donors   **17** Days Left



**Building Dentists**  
 Donate to the construction of a simulation lab that will help further exceptionalism in the field of dentistry and our students.

**\$125**

**5%** Funded   **2** Donors   **17** Days Left



**Enhancing UTHSCSA Voices**  
 Donate to the cultivation of philanthropic minds of Voices and help them go to a conference in Dallas that will better the community!

**\$545**

**21%** Funded   **9** Donors   **17** Days Left



**GOAL EXCEEDED**

**Venezuelan Mission Trip**  
 Give to a group of student whose mindset is to help the community of Venezuela live healthy and long lives.

**\$1,629**

**108%** Funded   **43** Donors   **0** Days Left

## SAMPLE PROJECT PAGE

# FUNDHSC



**\$1,245**  
49%

Raised toward our \$2,500 Goal  
18 Donors

**13** DAYS LEFT  
Project ends on August 01, at 11:59 PM CDT

> Project Owners



**Make A Gift**

Share to Maximize IMPACT

Share  Share  Share 

Description    **Updates**    Donor Wall

**San Antonio Guatemala Endeavors UTHSCSA**  
**Chapter Needs Help to Help!**

For the past 13 years, SAGE has taken teams of as many as 135 volunteers into the mountains of rural Guatemala to provide healthcare and community development to those in need. This includes medical professionals, med and nursing students, the construction team, plus a kitchen team and translators.

**Many Guatemalans never have the opportunity to receive healthcare, and their illnesses often go untreated for years.**

Through the course of 5 Days, an interdisciplinary group consisting of all students throughout UTHSCSA come together to provide the treatment that the community needs.

In order to properly serve the people of Guatemala, we need your help! Whether you give, \$20, or \$1,000, together, every single dollar counts and will be accepted with enormous gratitude.

**Our way of Thanking You**

**\$10**    **Level 1**  
 Thank you for donating at the first level! To properly show our gratitude our team will send you a signed picture of us at the conference!

**Claim**

2 of Unlimited Claimed  
 Estimated Delivery: Estimated Delivery: July 2016

**\$25**    **Level 2**  
 Thank you for donating at the second level! To properly show our gratitude our team will invite you to have dinner with us so we can tell stories of the time we had!

**Claim**

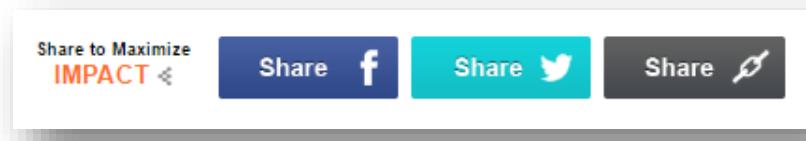
5 of Unlimited Claimed  
 Estimated Delivery: Estimated Delivery: July 2016

## MARKETING THE PLATFORM THROUGH SOCIAL MEDIA

Social media plays a quintessential role in today's development community by providing real time updates and broad range marketing with one click of a button. Annual giving is a constantly changing subset of development and must quickly adapt to and endure changing trends. Utilizing social media benefits annual giving efforts. The following are some brief examples of social media posts that may help in the promotion of UTHSCSA's crowdfunding platform and any potential projects hosted.

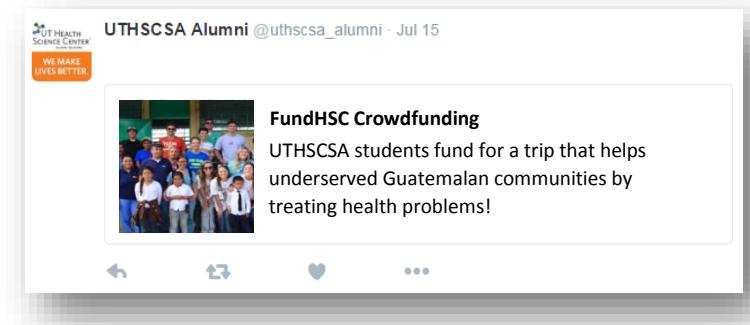
### SHARING

The platform provides ways to share a project located underneath the video provided on the project page.



### TWITTER

Twitter reaches over 304 million active users and can act as an effective avenue to spread project information or information on the official university crowdfunding platform. Keep in mind that verbiage must be kept under 140 characters. This forces one to make sure that proper text and descriptions are well refined. The following is an example twitter post.



## FACEBOOK

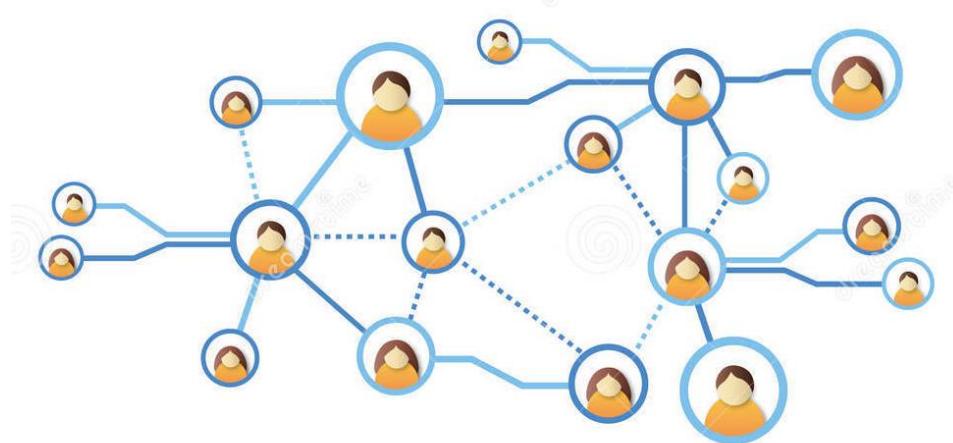
This form of social media is the most robust, reaching up to 1.65 billion users. The following is an example of a posting from our Alumni Relations Facebook page.

The screenshot shows the Facebook profile page for the UT Health Science Center San Antonio Alumni Relations. The cover photo features the exterior of the Academic Learning and Teaching Center with colorful vertical panels. The page header includes the university's logo and the text "WE MAKE LIVES BETTER.". The main menu options are Home, About, Photos, Reviews, and More. Below the menu, it says "Medical & Health · San Antonio, Texas". The "About" section provides the address (7703 Floyd Curl Drive, San Antonio, TX), phone number ((210) 567-3051), and links for price range and website. The "FundHSC Crowdfunding" post, which is highlighted, discusses students funding a trip to help underserved Guatemalan communities. It includes a photo of a group of people and a call to action for donations. The right sidebar shows sponsored posts for cars and other local businesses.

## CROWDFUNDING: THE FUTURE OF ANNUAL GIVING

Crowdfunding has served as a new resource to fundraise globally for so many different causes, and crowdfunding is one of the only sources that is available to not only an individual within a three mile radius of the institution, but also acts as a connector between the university and the rest of the world. The world is vast, but deserves to know about all of the amazing discoveries, innovations, and cutting-edge healthcare that is

taking place in our little South Texan corner. As for all of the amazing opportunities that crowdfunding would bring to UTHSCSA and its students,



faculty, and staff, they extend well beyond monetary and tangible benefits. The most important value that crowdfunding would bring to the Health Science Center is the sense of unity and harmony amongst our population. When a medical student checks to see the progress of their organization's crowdfunding efforts on the project home page, they see right next to them a project hosted by nursing students who seem to share the same passion they may have. We make lives better. This tagline conveys that making lives better is a passion that resides in the hearts of every single person affiliated with the University of Texas Health Science Center at San Antonio.