



THE OHIO STATE UNIVERSITY

Peer to Peer Fundraising: Is Crowdfunding right for you?

Digital Fundraising & Experiences



Crowdfunding

Ohio State's central
crowdfunding platform:
Buckeye Funder

buckeyefunder.osu.edu

The screenshot displays the Buckeye Funder website interface. At the top, the Ohio State University logo and name are visible, along with navigation links for Home, About, and Apply Now. The main header features a large image of a tree with the text "BUCKEYE FUNDER" overlaid.

Below the header, two campaign cards are shown. The first card, "Building Children's Libraries in Ethiopia", includes a photo of a woman and child, the title, author "By Tim Landers", a description "Help us build small collections of children's books for Ethiopia", a progress bar showing \$2,392 raised, and statistics: 159% funded, 38 donors, and 23 days remaining.

The second card, "Stadium Scholarship - 85 for 85", features a video thumbnail of a woman, the title, a progress bar at 168%, a goal of 85 contributors, and a total raised of \$20,185.00. It also indicates the project has ended on December 08 at 11:39 PM EST and lists project owners.

Below the campaign cards, a detailed view of the "Stadium Scholarship - 85 for 85" campaign is shown. It includes a description: "We have reached our goal of 85 people donating to the scholarship fund but PLEASE CONTINUE TO DONATE!! We would like to raise as much as possible to benefit the current students. Let's see how high we can get the total! Thanks so much for your support!". On the right, a "Contribute \$10" button is visible, labeled as the "Tower Level".



Crowdfunding: Types of Projects/Campaigns

- Service Projects
- Scholarships
- Student Enrichment



Crowdfunding: Project Timeline

1. Complete and submit application
2. Pre-Campaign: Create content, determine network for outreach, build project site
3. During Campaign: Activate project (projects run for 30 to 45 days)
4. Post-Campaign: Show appreciation to supporters



Crowdfunding: Examples

Description Updates (4) Donor Wall

National Coming Out Day Ad 2018

Support the LGBTQAI + Community at Ohio State by signing the National Coming Out Day Advertisement.

For the last 28 years, members and friends of Ohio State's lesbian, gay, bisexual and queer, ally, intersex, and plus community have published an ad in The Lantern. See this year's ad on October 16, 2018.

Join us in supporting Ohio State's LGBTQ community:

We, the undersigned students, faculty, staff, alumni and friends are just a few of lesbian, gay, bisexual, transgender, queer, intersex, and plus individuals and allies at Ohio State University.

Deadline to sign is October 11, 2018.

If you would like to have your name appear differently than it appears on your biographical information, please email Garrett (heysel.1@osu.edu) with your preference.

Click here to learn more about the [history of the NCOD AD](#) at Ohio State

Description Updates (1) Donor Wall

Almost there!

May 23, 2019

WOW! Words cannot express how thankful we are to all of our generous supporters! We are already 72% to our goal and counting.

Please continue to spread our message and share our page to your personal networks! Take a second and listen to a message from Nick Zolkoff who will be one of the two players traveling to New Zealand to participate in a Performance Camp! Any donations given over \$10,000 will go to supporting Nick and Josh.

If you are interested in watching Ohio State compete in the 2019 USA Rugby Collegiate 7s, you can do so [here](#).

Thank you, again!



Updates (6) Donor Wall

	\$25
	Apr 30, 2017
us	\$100
	Apr 30, 2017
Id	Undisclosed Amount
	Apr 30, 2017
Bernard	\$300
	Apr 30, 2017
	Undisclosed Amount
	Apr 30, 2017
	\$25
	Apr 30, 2017
	\$50
	Apr 30, 2017
	\$200
	Apr 30, 2017
us	\$25
	Apr 30, 2017
us	\$550
	Apr 29, 2017
	\$25
	Apr 30, 2017



Crowdfunding: Project Successes

Stadium Scholarship - 12 Days of Giving



\$9,040

100%

Raised toward our \$9,000 Goal
18 Donors



PROJECT HAS ENDED

Project ended on December 23, at 11:59 PM EST

> *Project Owners*



Share to Maximize
IMPACT





National Coming Out Day Ad



\$18,485

105%

Raised toward our \$17,500 Goal
241 Donors



PROJECT HAS ENDED

Project ended on October 11, at 11:59 PM EDT

> *Project Owners*



Share to Maximize
IMPACT

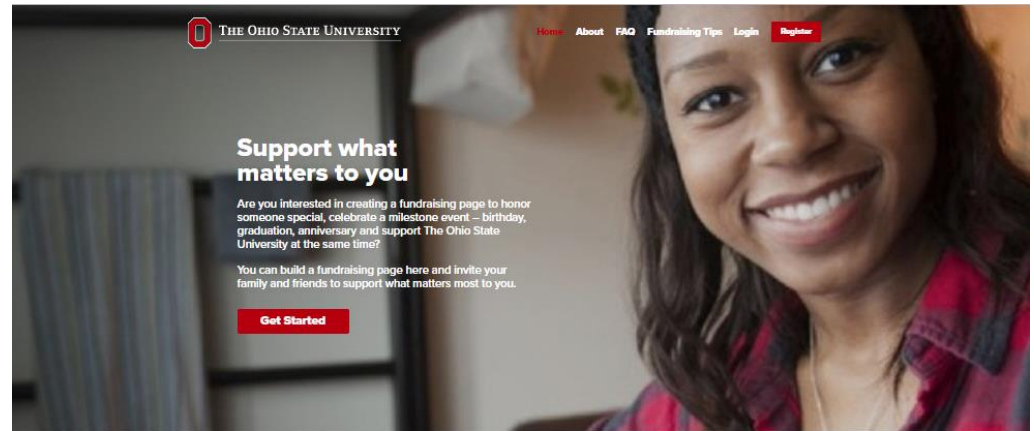




Personal Fundraising

Ohio State's personal/DIY fundraising platform:

fundraiser.osu.edu



You make the difference

With fundraiser.osu.edu, it's easy to make an impact through Ohio State. Honor or celebrate a loved one or special occasion, choose what matters to you, create your page, and invite your family and friends to get involved. You'll be changing lives in no time.

And you don't have to do it from Ohio. Anyone, anywhere in the world can use fundraiser.osu.edu to raise support for thousands of Ohio State initiatives. Get started now!



Start fundraising



Honor and Memorials >



Support My Event >



Celebration Giving >

How It Works



Register

Create your page.



Share

Tell your story and share your fundraising page.



Fundraise



Invite your family and friends to support what matters to you and spread the word.



Personal Fundraising: Successes

In Honor of Campaign

LOG IN





THE OHIO STATE UNIVERSITY

Ohio State Event Fundraising

LOG IN

Ohio State In Celebration Fundraising

LOG IN



THE OHIO STATE UNIVERSITY

LOG IN

The Ohio State University Foundation

MY STORY

It's hard to believe, but these two fun lo public wearing matching shirts!) were r Fibrosis (IPF). <https://www.lung.org/lookup/idiopathic-pulmonary-fibrosis/>

Although this is an uncommon disease, McGarity also suffered from this disease and t...

Read more

ALL POSTS PHOTOS DONATIONS

JEANNIE AND TOM • GAVE \$500
Love and support to the entire McGarity

AMANDA MOORE GAVE (OFFLINE)

\$6,677.42 **\$50,000**

The Ohio State University Foundation

MY STORY

Thank you so much for supporting my 2019 Music Marathon to be held on January 26th at Gatsby's - 118 N Hamilton Rd, Gahanna, OH 43230 11:30 am - Midnight.

This is going to be an AMAZING event this year! I will be playing from Noon until Midnight, making my 12 hour Music Marathon the best 1/2 day of the year! I'll also have a live auction that night, a 50/50 drawing, the coolest Duck Pond where you win great prizes, Heads or Tails Tournament and other fun activities!

A \$20 donation will get you in the door at Gatsby's and entered into a raffle to win a cabin for...

Read more

ALL POSTS PHOTOS DONATIONS

VALERIE • GAVE \$108.90 02 FEB 2019
Thanking everyone for all they do to help find a cure for this horrible disease.

Oh Valerie, THANK YOU SO MUCH!! 05 FEB 2019

OHIO STATE EVENT FUNDRAISING

Visit this campaign

DONATIONS SUMMARY

Number of donations	107
Average donation	\$62.40
Donated so far	\$6,677.42

Give our wedding by supporting causes that are meaningful to us, er research and treatment. You honor both us, and those we have lost s by supporting this fund.

PHOTOS DONATIONS

ND BJ • GAVE \$163.19 10 JUL 2019

HOUS • GAVE \$271.77 01 JUL 2019
for many happy years together. We love you!

BARRY • GAVE \$100 28 JUN 2019
s on this wonderful Journey. May the years ahead be filled with lasting joy.❤️

AND JACKIE • GAVE \$100 28 JUN 2019
happy to be sharing this special day with you. Wishing you a lifetime of love and happiness.

THANK YOU TOP SUPPORTERS

Nancy	\$500
Anonymous	\$271.77
David Lilly	\$217.48
David and BJ	\$163.19
Hank and Bev	\$108.90

Show more Top Supporters

OHIO STATE IN CELEBRATION FUNDRAISING

Visit this campaign

DONATIONS SUMMARY

Number of donations	16
Average donation	\$149.04
Donated so far	\$2,384.74

Special occasions, memorials
and event fundraising



Questions?

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