Peer to Peer Fundraising: Is Crowdfunding right for you?

Digital Fundraising & Experiences
Crowdfunding

Ohio State’s central crowdfunding platform: Buckeye Funder

buckeyefunder.osu.edu
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

**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 for National Coming Out Day. 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 the 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 (heysel1@osu.edu) with your preference.

Click here to learn more about the [History of the NCOD AD at Ohio State](https://example.com).

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**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 network! Take a second and listen to a message from Nick Zolikoff 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](https://example.com).

Thank you, again!

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**Nick Zolikoff - Ohio State Rugby**

Watch later | Share
Crowdfunding: Project Successes

Stadium Scholarship - 12 Days of Giving

$9,040

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

Share to Maximize IMPACT
Personal Fundraising

Ohio State’s personal/DIY fundraising platform:

fundraiser.osu.edu
Personal Fundraising: Successes

Special occasions, memorials and event fundraising
Questions?

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Digital Fundraising Manager
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