



THE UNIVERSITY OF ARIZONA FOUNDATION CROWDFUNDING

PROJECT TIMELINE AND DESCRIPTION

This document outlines benchmarks of the production process to create a project page, develop donors, and launch project to the UA crowdfunding website. In total, the process will take an estimated 3 months, from application submission to final update on project page.

1 APPLICATION APPROVAL & PROJECT PAGE PREPARATIONS

Approved project plans are delivered to the Annual Giving Office. Once received, crowdfunding consultants will notify the Project Manager and begin creating the crowdfunding page. Team members also will be granted access to the project page.

TIMELINE: 4-6 weeks before prospective post live date

DURATION: 3-5 days

2 PROJECT PAGE PREPARATIONS – TRAINING

The Project Manager must schedule an appointment with a member of the crowdfunding staff for training and project review.

Timeline: 4-6 weeks before prospective post live date

Duration: 1 hour of training with follow up as needed

3 DEVELOPMENT OF ‘CROWD’ – ORGANIZING CONTACTS

The Project Team must collect emails from prospective and/or pre-committed donors with the capability of supporting the project.

Timeline: 3-4 weeks before project post launch date

Duration: 2-3 weeks; this step will be constant during the online campaign

4 FINALIZING & APPROVING OF PROJECT PAGE

The Project Manager conducts a final review of the project using a checklist provided by the Annual Giving Office. Any potential changes need to be addressed. Following review, the checklist is sent back to your crowdfunding consultant.

Timeline: 2 weeks before project post launch date

Duration: Up to 1 week

5 LAUNCH OF PROJECT PAGE

The Crowdfunding consultant team will review the checklist. Once all changes and edits are made and approved, the project will launch on a pre-approved, special date.

Timeline: 24 hours before launch

Duration: Determined on a per project basis

6 PROJECT LAUNCH & CAMPAIGN ACTIVITIES

The project is live! Responsibility for posting campaign updates and stewardship is passed on to the Project Manager and team members who have been granted access.

Timeline: 4 weeks (to end of the online campaign)

Duration: Up to twice a week

7 CAMPAIGN ACTIVITIES

Throughout the campaign, the Project Manager and team members must post updates to promote the project and thank participants, as well as/and send personalized emails to potential donors.

Timeline: Throughout the 30-day campaign/ 4 weeks

Duration: N/A

8 POST – CAMPAIGN ACTIVITIES

The project ends. The Project Manager must post a Final Update, which includes information about following the project, and a thank you to donors.

Timeline: 7-10 days after online campaign end date

Duration: N/A

9 POST – CAMPAIGN ACTIVITIES

Crowdfunding consultant will contact the project manager to complete post-project steps.

Timeline: 3-5 days after online campaign end date