



The Pepperdine Fund

Crowdfunding Project Form



crowd·fund·ing

/'kroud_fəndiŋg/

noun

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding"

The Pepperdine Fund utilizes a crowdfunding platform to allow entities within the University to fundraise. The information below is the criteria the department needs in order to launch a project. Once a project is launched, it is up to the people behind it to spread the link and do the grassroots work to make it successful.

Our department is happy to talk with you to determine if you feel crowdfunding would be beneficial for you. Please contact Kate Warner at x6577 or kaitlyn.warner@pepperdine.edu with any questions.

Today's Date

Person Requesting

Email Address

Project Information

Project Title (50 characters or less)

Preferred URL impact.pepperdine.edu/

*cannot have any upper case or special characters

Would you like donors to have the option of making their name visible on the Donor Wall?

Yes
No

Is your primary goal to raise a specific dollar amount or a specific donor amount?

Dollar Goal
Donor Goal

If it is your primary focus, what is your dollar goal?

If it is your primary focus, what is your participant goal?

Start Date

End Date

Fund ID (only one per project)

Appeal ID

Do you have any donations for this project yet?

Yes

No

If so, how much money have you collected?

If so, how many donors do you have?

Short Description (160 characters or less)

Project Description & Media

Please provide a detailed description of your project. This text will appear on the project page, beneath the video.

Video Please provide a link to your video that has been uploaded to either YouTube or Vimeo.

***Please note that your video **cannot** contain any copyrighted music and must represent Pepperdine in a positive manner. Videos are subject to approval by The Pepperdine Fund.

Images

Please provide two images for your project's page:

- Large Project Image (606x343 pixels)

- Tile Image (300x170 pixels)

PNG, JPG or GIF accepted. See example below

The screenshot displays the 'Waves of Impact' website. At the top left is the logo for 'The Pepperdine Fund' with a small orange flame icon, followed by the text 'Waves of Impact'. The main banner features the text 'WAVES OF IMPACT' in large white letters, with 'INDIVIDUAL PROJECTS THAT IMPACT THE LIVES OF STUDENTS EVERY DAY' below it. Below the banner are three project cards on a dark blue background. The first card is a placeholder with the text '300 x 170 pixel image here'. The second card is for the 'Stephen Dickter Memorial Scholarship', featuring a photo of a man and a progress bar showing \$14,205 raised. The third card is for the 'Abundant Life Campaign', featuring a photo of a group of people and a progress bar showing \$8,861 raised. Each card also includes a brief summary and statistics for 'Funded', 'Donors', and 'Days'.

The Pepperdine Fund | Waves of Impact

WAVES OF IMPACT

INDIVIDUAL PROJECTS THAT IMPACT THE LIVES OF STUDENTS EVERY DAY

300 x 170 pixel image here

Title of Project

By ----

Brief summary
(less than 160 words)

\$59,990

19% Funded **8** Donors **59** Days

Stephen Dickter Memorial Scholarship

By Kathryn Linehan

The Stephen Dickter Memorial Scholarship will be awarded to students whose commitment to excellence extends from behind the camera into media research.

\$14,205

71% Funded **28** Donors **0** Days

Abundant Life Campaign

By Research Assistant

Abundant Life Campaign: Loving and Serving the Children of Made in the Streets

\$8,861

44% Funded **80** Donors **0** Days

Marketing Plan

The Pepperdine Fund is responsible for setting up the campaigns on our platform for you to use and will update as needed, however, it is your responsibility to encourage others to share the website and obtain donors.

In order to help us determine the readiness of your campaign, please let us know your plan to obtain donors and reach your goal.

Perks or Levels (Optional)

Some campaigns will offer perks or levels for donors who give certain amounts of money. This can help a donor decide on an amount to give. Is this something you are interested in?

If you have Perks or Levels that you would like to list, please provide a separate document with them listed along with any Fair Market Value a Perk may have.

**If you are interested or aren't sure the Pepperdine Fund will be in touch to get further detail.*

Yes

No

Not Sure But Would Like More Information

Social Media (Optional)

Do you have a hashtag related to this project? (e.g. #ProjectServe #5for5, etc.)

Do you have any other social media related to this campaign? If so, please submit links or other information.

Are there any other notes we should know about your project?

If you have any questions, please contact Kate Warner at x6577 or kaitlyn.warner@pepperdine.edu.