

The Pepperdine Fund

Crowdfunding Project Form



Give every year. Make a difference every day.

crowd·fund·ing

/'kroud,fendiNG/

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.

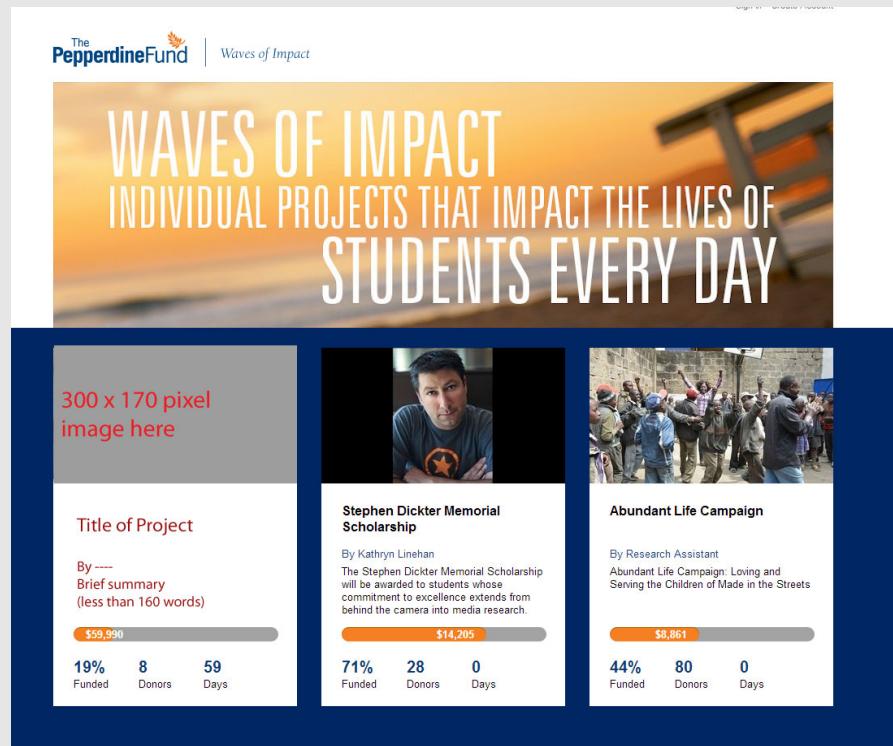
***Please note that your video **cannot** contain any copyrighted music and must represent Pepperdine in a positive manner. Videos are subject to approval by The Pepperdine Fund.

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



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.