What makes a successful campaign?

- Starting the process early (at least a month prior to launching)
- Identifying strong supporters (and asking them for money)
- Early, large gifts confirmed
- Multiple people sharing the campaign with their networks on different platforms, asking for support
- When it is in combination with another fundraising effort or event (such as a phonathon)
- When done intentionally and personally (success comes from asking for donations, versus blanket promotion)
- BIGGEST indicator of success: Being committed to asking people for money! (It’s an effort game!)

The process is simple:

1. Fill out the online form at https://link.humboldt.edu/ZZN
2. Meet with the Office of Philanthropy
3. Create materials for your campaign
4. Talk to your biggest supporters & get early donations
5. Launch your campaign
6. Share with your supporters
7. Get donations
8. Thank your donors
9. Fund your project!

What you will need:

- A project to fund (trip, equipment, project, etc.)
- 2 Project Leads, one of whom is an HSU staff or faculty member
- Materials to build your case (photos, video, text explaining why people should give you money)
- People who will share the campaign and ask for money
- Supporters who will give you donations
- A plan to thank your donors

Thinking about fundraising? Consider crowdfunding!

Raise money for your club’s trip, equipment, project and more using HSU’s online crowdfunding platform. The Office of Philanthropy can help you run a successful campaign and fund your project, following the steps below.

Questions?

Contact the Office of Philanthropy at 707-826-5200 or giving@humboldt.edu