

Back the Pack

Application

Back the Pack is in its pilot phase – we are testing and refining our crowdfunding process. The A-State Student Philanthropy Council will approve project applications from Undergraduate Researchers, Student Organizations and Club Sports. University Advancement will approve Departmental Projects and Faculty Research. For questions, email BackthePack@AState.edu. *Incomplete or late applications will not be accepted. Due March 1st.*

PROJECT CATEGORY

- ☐ Undergraduate Research (Create@State participants only)
- ☐ Student Organization
- ☐ Club Sport
- ☐ Faculty Research
- ☐ Departmental Project
- ☐ Other Program

PROJECT COORDINATOR/PERSONAL INFORMATION

- ☐ A-State Student
- ☐ A-State Faculty Member
- ☐ A-State Staff Member

Name:	Email:
Work Phone:	Cell Phone:
Department/Organization Name:	Position/Role/Title:

Have you informed your department's leadership (Dean, Vice Chancellor, Executive Director, etc.) about your project application submission?

- ☐ Yes
- ☐ No

STUDENT ORGANIZATION INFORMATION (if applicable)

Is this organization a registered A-State Student Organization?

- ☐ Yes
- ☐ No

Department/Organization Affiliation:	Advisor's Name:
Advisor's Title:	Advisor's Email:

PROJECT INFORMATION - GENERAL

Project Name:	
Number of team members:	
Purpose of your project:	
About your organization:	

Who is your target audience?	
How will this project impact the institution or greater community?	

PROJECT INFORMATION - FINANCIAL

Typical crowdfunding projects raise between \$2,000 - \$10,000. This number will depend entirely on the size of your potential donor pool, your personal contacts, and the amount of personal effort you devote to the campaign. It is best to set modest, attainable, realistic goals. Please keep in mind that around 6% will be taken out for fees associated with the platform.

Total cost of project:	
Amount already raised (if applicable):	
Estimated crowdfunding dollar goal:	
List any additional organization fundraising activities and dates:	
Why do you think you'll be successful in achieving your financial goal?:	
Is the project funding urgent?:	
When would you like to launch the live phase of your project?	

PROJECT INFORMATION – SOCIAL MEDIA

Crowdfunding is heavily dependent on personal networking. It's best to bring your own "crowd". If you or your team do not have a pre-existing audience then crowdfunding might not be the best platform to raise money for your project.

Website or Blog:	
Facebook Page:	
Twitter Page:	
Instagram:	
Number of relevant email contacts:	
Number of Facebook followers:	
Number of Twitter followers:	
Number of Instagram followers:	
Facebook posts per week:	
Twitter posts per week:	
Instagram posts per week:	

PROJECT INFORMATION – TEAM PARTICIPATION

Project campaigns run for 30-45 days, but projects require 10-12 weeks of focused, intense work before and after the campaign. The project creator will need to provide updates and remain actively engaged (new videos, social media postings such as Twitter, Facebook and Instagram, campus events, and email). It is recommended that the project creator commit one hour per day and each team member commit 30-69 minutes per day for the length of the active campaign.

How many team members do you have who will actively help you promote the project via email and social media?:	
How will your team reach out to recent graduates and/or former members to enlist their financial support?:	
Please give any other information that may be useful for determining your potential success in promoting your project:	

PROJECT MATERIALS

The best way to get donors to support your cause through crowdfunding is to create an emotional and compelling fundraising page. When possible, it is best to use pictures and videos to tell a convincing and irresistible story, as well as to explain to people exactly how much money you need and how the money will be used.

Do you have images to include for the project?:

☐ Yes

☐ No

If not, do you have capabilities to create or obtain images for the project?

☐ Yes

☐ No

Please email completed applications to BackthePack@AState.edu no later than March 1.