Crowdfunding Checklist for HACC Students, Clubs and Employees

Task Number	Task	Person Responsible	Deadline	Status
1.	Determine a SMART campaign goal (specific, measurable, attainable, realistic, time based). For example, raise $3,000 by April 20, 2017, to help 30 students by providing access to emergency assistance funds.	Project initiator	50 business days before the campaign start date.	
2.	Determine time period for the campaign. Note: a specific time period creates a sense of urgency to drive donations and the time period should be no more than 90 days.	Project initiator	50 business days before the campaign start date.	
3.	Email foundation@hacc.edu to request your customized crowdfunding page.	Project initiator	45 business days before the campaign start date.	
4.	Provide content for crowdfunding page to foundation@hacc.edu. Create empathy with stories, testimonials, encouragement of social good will. Let people know that 100% of donations go to our students and that their donations are tax-deductible.	Project initiator	30 business days before the campaign start date.	
5.	Share your page link through email and social media. Be sure to tag HACC, Central Pennsylvania's Community College, in your social media posts. .	Project initiator	On the campaign start date.	

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6.	Work with Office of College Advancement (OCA) staff to draft thank-you letter for donors. This letter should include a final total raised and information about what you will do with the funds. The OCA team will email the thank-you letters after they are approved.	Project initiator	2 business days after the campaign end date	