Crowdfunding at Macquarie University

Advancement Office
Crowdfunding at Macquarie

INTRODUCING YOU TO IGNITE

• Ignite is Macquarie University’s very crowdfunding platform

• Ignite provides a platform to promote projects via peer to peer communication to a potentially huge audience and gives sponsors an easy way to donate.

• Available to University staff, students, student groups, researchers who are conducting Macquarie based philanthropic projects

• No platform fees – only associated fees are the payment processing fee’s charged by Stripe approx. 1.75% per donation

• Supporters will receive a tax-deductible receipt once pledge has been processed – third party platform providers cannot offer this
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WHAT MAKES A GOOD PROJECT

Time committed
• Typically 4 weeks of preparation (2 – 3 hours/week preparing content + communication plan)

• Training with the Advancement team

• 4 – 6 week active phase

• Post campaign – donor rewards and stewardship
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WHAT MAKES A GOOD PROJECT

The right team

• Project leader - the face of the project - managing the day to day operations of the project, key contact for the project

• 2 other team members to help with project content and to reach out to own networks

• 5 or so other volunteers/ambassadors to do personal outreach and communication
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WHAT MAKES A GOOD PROJECT

The right goal

- Goals can be one of the toughest conversations. Making sure the goal is achievable within the outreach capabilities is an important expectation to set up front.

- For example, on average you will receive $4 per message you send, therefore 1000 messages x $4 = $4000
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WHAT MAKES A GOOD PROJECT

Content

• Project description – your sales pitch, ‘why should people give to your project, and what impact will you have?’

• Video – 90 sec – 2 mins - explaining your research or project like you would to a non-academic individual

• Imagery - use photos to break up written content

• Rewards – While not mandatory, can be a great way to gather sponsors. All rewards need to have little to no dollar value for the donation to still be tax-deductible e.g thank you card, invitation to a free event
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WHAT MAKES A GOOD PROJECT

Communication Plan
• Develop a clear communications plan than is rolled out in stages throughout the campaign

• Utilising personal social media (Facebook, Twitter, LinkedIn)

• Tap into Faculty newsletters and networks

• Face to Face activities

• Follow up – do not just rely on the one touch point, follow up and repetitive messaging is the key

• Adjust your plans if required

• Provide updates on the campaign page to keep existing supporters and potential new supporters engaged
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THE PROCESS

1. Project inquires to come through to the Advancement Office
2. Advancement staff connect with project leader and discuss project in more detail to determine its suitability for crowdfunding
3. Project team leader completes application form which helps to set out the project, determine case for support, funding goal, communications plan, potential reach and rewards
4. Approvals are met – project team is offered training if required
5. Project is set up online through the platform
6. Crowdfunding campaign is launched
$5,000 of matched funding from the Vice Chancellors fund has been earmarked for the first five approved Ignite crowdfunding projects in 2019 ($1000 each).

To be eligible projects must:
• Submit an application to the Advancement Office
• Be approved to crowdfund
• Raise $1000 independently through own network

The matched funding will be transferred once the campaign has reached it’s end date and the above criteria has been met.

Your project will display a similar note:

“Matched funding gives crowdfunding projects an initial boost, getting their campaigns off to a flying start. This momentum builds confidence in asking which can present a barrier to fundraising.”
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TRACKING MANTA RAY SOCIAL BEHAVIOUR CAMPAIGN

• Strong case for support

• Achievable goal to cover costs of tracking equipment

• Powerful imagery and video content – user generated

• Meaningful and unique rewards with little to no dollar value

• Clear 6 weeks communications plan – scheduled for Facebook, Twitter, Email and within Faculty network

• Posted through external social pages e.g. Marine Megafauna Foundation (~20000 followers on Facebook)

• Created his own Facebook page regarding his research

• Kept track of funding progression and adjusted communications plans when required
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TRACKING MANTA RAY SOCIAL BEHAVIOUR CAMPAIGN

MY STORY

I have always loved the ocean, but I discovered my love for manta rays on a trip to Mozambique in 2012. Snorkelling far away from the boat, I noticed a huge dark shape appearing from the depths. My heart started to race, but as I watched, the majestic manta ray approached me, and then turned completely onto its back, swimming upside down to look at me from below. I noticed its huge wings and the distinctive pattern of spots on its belly. I saw its melancholy eyes staring into my own, and I could tell that this creature was as interested in me as I was in it. Ever since that moment, I have been in awe of the intelligence, curiosity and social nature of manta rays, and I have dedicated my life to learning more about them and protecting them from harm.

PLEDGE AS $20 OR MORE

Get a personalised electronic thank you card with a picture of a manta ray.

PLEDGE AS $30 OR MORE

Adopt a manta ray! Would you like to name and adopt one of these amazing rays? And then to receive updates on where and when it is seen throughout its life through MantaMatch.org? Then choose from any of the rays tagged as for adoption in the photo section! This makes a fantastic eco-friendly birthday or Christmas present for any budding marine biologist!

WHERE WILL THE MONEY GO?

- Raising $500 will allow us to conduct research in Raja Ampat, observing manta rays in the wild, and monitoring human activities.
- Raising $3000 would allow us to continuously track the location of 20 manta rays, vital information that will help protect them from unsustainable tourism.
- If we raise significantly more than our funding target, we would spend the money on setting up an underwater VPS positioning system that would allow us to continuously track the location of manta rays within the study area to accuracy of ±5m.
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CONTACTS AND LINKS

• IGNITE: www.ignite.mq.edu.au

• Email: community@mq.edu.au

• Phone: (02) 9850 1357

Project application forms are available on conclusion of this session