

### UCrowdfund project selection guide

Crowdfunding projects do not succeed randomly. Those that meet and exceed their goals feature a number of common characteristics, including a built-in affinity group, a motivated campaign team, and a clear plan for achieving full funding. This project selection diagnostic will help advancement staff select projects that are likely to do well with donors.

1. Will the funds directly support a university sanctioned activity or program? Yes \_\_\_\_ No \_\_\_\_  
*(Please note: if the answer to this question is no your project will not be approved)*
2. Does the project satisfy an institutional need or strategic priority? Yes \_\_\_\_ No \_\_\_\_
3. Are project team members willing to actively participate and publicize the project among their networks? Yes \_\_\_\_ No \_\_\_\_
4. Does the project have a compelling story, topic, or cause? Yes \_\_\_\_ No \_\_\_\_
5. Does the project have a built-in affinity group or population segment that will be willing to support it? Yes \_\_\_\_ No \_\_\_\_
6. Does the project help satisfy the crowdfunding initiative's need for diversity in project topics, funding levels, and schools/units represented? Yes \_\_\_\_ No \_\_\_\_
7. Has the project team identified desired funding levels and outcomes associated with those funding levels (including a back up plan in the case that the goal is not met)? Yes \_\_\_\_ No \_\_\_\_