

# Milo's Crowd

## Overview

Milo's Crowd is an online fundraising tool created by the University of Colorado Denver that allows individuals and organizations to create and share fundraising campaigns with an engaged community. Individuals (students, faculty, and staff), organizations, and programs that are part of the CU Denver community are eligible to utilize Milo's Crowd to fundraise for their projects.

Before submitting your idea, take time to consider the *message, goals, timeline, and team* for this project.

## Before You Get Started

### FOCUS

Which CU Denver program or student organization is this campaign funding? Funds raised through crowdfunding campaigns must be connected and deposited into a CU gift fund. Not sure if you have a gift fund set up to receive funds for your project? You should connect with the finance administrator for your college, school, or unit. 100% of the funds raised must be used for the project to which you have contributed for project tasks and related expenses. Each project must have a detailed budget breakdown and a section on "use of funds" in its project description.

### GOALS

What are your fundraising goals for this project? It is beneficial to have an attainable goal for which you and your team can solicit. You'll want to think about your audience and capacity to give. Successful crowdfunding projects can fall between \$2,500 to \$15,000.

**Pro tip:** Tie your goal back to the number of people you are able and plan to solicit. A good rule of thumb is 8 people for every \$20 you want to raise.

### DURATION

30-45 days is the optimal period for a crowdfunding campaign to create for donors a sense of urgency and a feeling of investment in the goal. You'll want to carve some time for "save the date" announcements ahead of your campaign going live. You'll also want to leave time at the end of the campaign to thank your donors.

### TEAM

Teamwork is highly important in crowdfunding campaigns. Ensure you will have support from stakeholders within your group (e.g. students and staff) to share and communicate this campaign to their families, friends, and connections. Crowdfunding is a sprint, so it heavily relies on team members to spread the work about the campaign through word of mouth, email, and all social media outlets.



## Create and Manage Your Campaign

1. Submit your idea through the online form, which can be found at:  
<https://give.communityfunded.com/o/university-of-colorado-denver-57/i/uc-denver-milos-crowd-idea>
2. Once your idea is submitted, you will be contacted by a CU Advancement staff representative, who will revise (if necessary) and review the draft project.
3. After your project's focus, goals, duration and team are reviewed, a CU Denver Advancement staff member will grant you access to the Milo's Crowd online platform, which will enable you to populate your page with content.
4. After you have created your page and added photos or videos, a description and other elements important to your project, you will submit it for final review.
5. CU Advancement and Finance staff will review the page to ensure University marketing and financial standards are met.
6. Once you receive final approval on your project, your page will be made live and publicly available for the duration of your campaign.
7. At the conclusion of the campaign, prepare a thank you message (or messages) to send to your donors.

