**Thank you for applying to create a crowdfunding campaign!**

At this point, your application has been approved and you will begin to create your Campaign.

**Here are a few things to help you get started:**

Set up an account at <https://www.givecampus.com/schools/MissouriStateUniversity> by choosing the Sign Up option in the top right corner. You can even use your Facebook login to create the account.

Choose the Create Campaign option in the center of the page. The Give Campus site will then take you step-by-step through the requirements.

Create a **title**, project **date**, a donation **goal**, written **description**, and a personal **video** to grasp potential donors’ attention. You can even create donor **incentives and also our new ADVOCATE incentives**!

Be sure that while you are working on the actual project, you are also working to build your team of volunteer advocates to help share and promote your project. This is critical for success!

Some tips on creating an impactful video:

* Videos should be no longer than 1-2 minutes.
* Invest time and effort in making it great, and your campaign will have a major advantage. *But don’t think that great videos need to be fancy.*
* Be engaging, tell a good story, and persuade people to join you in achieving something truly important.
* Make it personal.
* Explain the purpose and why it is important.
* Be specific and describe the impact the money will have.
* Be enthusiastic- don’t be afraid to show some emotion!
* Be sure you have permission to use images, music and videos!

Once you have completed creating your project and have it in final form, **please SUBMIT your campaign**. Foundation staff members will proofread your campaign. Revisions may be needed before your campaign is published and live.

Once revisions have been completed and approved, you will receive an email stating that your campaign is live.

You will also receive an email with a document, “5 Ways to Show Your Support,” which project creators should send to all team members. These 5 tips ensure that everyone knows the best ways to spread the word and help raise the most money for your campaign.

We are here to help! Call or email with questions! We want to help you be successful! [Crowdfunding@missouristate.edu](mailto:Crowdfunding@missouristate.edu) or 417-836-4143

Check out: <https://www.givecampus.com/tips> for more great video tips and running a successful campaign!