

HOW TO Post a Campaign on



Follow along for detailed instructions and tips on putting together successful campaigns on FAITHIFY.

Before You Begin:

Register for a FAITHIFY account

Campaigns on FAITHIFY are linked to individual user accounts. Register for a user account with the email address you would like associated with the campaign. You may want to create a personal FAITHIFY account separate from an account for your congregation or organization. From the Dashboard you can create a new campaign by using the "Edit Campaigns" tab and clicking the orange "Create Campaign" button.

Creator Information

Creator Info	Campaign Info	Campaign End Options	Campaign Details	UU Connection	Images & Rewards	Save & Submit	Activate Network
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FAITHIFY funders will want to know the person or organization behind the campaign! As the campaign creator, your name will be listed in the sidebar on the campaign page along with an optional profile picture.

The following fields are mandatory:

Name: The campaign creator is the person or organization who will receive funds raised through FAITHIFY. This is the person/organization whose bank account is listed with Stripe (FAITHIFY's payment processing vendor), and to whom funds will be released. Be sure this is correct when you create your campaign because it cannot be changed later. Campaign creators may be an individual. Just be aware that some funders prefer the stability, financial management processes, and layer of accountability provided by institutional recipients. Individual campaign creators may have tax liability for any funds they receive through the site and of course are responsible for understanding and dealing with that liability.

(Campaign creators who are tax exempt may extend this exemption to funds raised through FAITHIFY when the campaign itself is also tax exempt. Campaign creators declare the tax status of projects on the campaign page. Stripe offers reduced fee rates for non-profit organizations, contact Stripe for details.)

Location: Funders will be curious about where campaigns will have impact. Share the region or district of the Unitarian Universalist Association or country where your project is located. (If you are not sure what district or region your project will serve, look here for a regional/district map: <http://www.uua.org/directory/regions>)

Website: Enter the website address of your congregation/organization or your partner's website, so people can get a sense of who the campaign will benefit.

OPTIONAL: You can also add a profile picture and your facebook and twitter profile/page addresses to use for sharing your campaign on social media. The more information you give will help funders from outside your community trust your project and fund your campaign!

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Campaign title

The campaign name is like the headline for your campaign; it will appear throughout the site. This field is limited to 50 characters so that campaign creators provide short, compelling names. For example:

- “Multigenerational service learning in Littleton, CO”
- “Love reaches out: respite ministry for foster parents”
- “Community-powered sexuality education”



Challenge yourself to describe your project in ways that convey your purpose AND will attract attention!

Goal Amount

This is the amount you intend to raise through FAITHIFY.

SETTING A GOAL

Aspire but be realistic. Choose a goal that is a reach but reachable.

Some campaign owners need to raise large amounts for their projects, for example, three accessibility ramps with a total cost of \$150,000. It may be wise to break this amount down into a more concrete and realistic FAITHIFY goal like \$10,000 for two railings. Because projects can only be listed on FAITHIFY for no more than 60 days, think about what you can realistically raise in that amount of time. Most projects need to reach a certain threshold to be viable. Your goal needs to be above that threshold!

ALL-OR-NOTHING

FAITHIFY, like many crowdfunding sites, uses an “all-or-nothing” strategy. Campaigns must reach 100% of their goal to receive any funds. Funds donated to unsuccessful campaigns will not be collected (or distributed, obviously) by Stripe.

All-or-nothing strategies are less risky than other approaches. Most projects need to reach a certain threshold to be viable. With all or nothing, campaign owners won’t have to deliver if they don’t get the funds they need. All-or-nothing motivates people to engage their networks and spread the word about their campaign.

STRETCH GOALS

Stretch Goals are a great incentive to motivate extra giving!

They can be added at any time in your campaign.

To activate a Stretch Goal email info@faithify.org with:

- The title of the stretch goal
- The amount to add to your original goal
- A description of what the additional funds will allow your project to do.

A stretch goal does not impact your original goal status. If your original goal is funded to 100%, you meet the all-or-nothing criteria and will be funded. Any additional money raised in the stretch will be processed even if you do not meet the stretch goal.



Set a goal that is realistic AND will help your realize your dreams!

HOW TO Post a Campaign on FAITHIFY (CONTINUED)

Category

Some FAITHIFY-ers will want to search for projects based on the issues they care about most passionately. Choose the category that will help potential supporters find your project. Your choices are:

Beyond congregations
Building projects
Emerging churches
Faith formation
Interfaith

Justice
Leadership development
Multigenerational
Organizational development
Other

Outreach
Service
Staffing
Young adults
Youth

Start date/End date

Picking the right campaign duration is important! You can choose from among four choices for how long your project will appear on FAITHIFY: 15, 30, 45, or 60 days. Choose carefully. This choice cannot be changed once you submit your project.

Campaigns end at 10:59 PM Eastern Time on the last day.

At the end of this period, your project will be archived and will not be eligible to receive additional funding (though you can surpass your goal during the campaign period). This countdown increases the intensity and urgency of every FAITHIFY project. Think about how long you will need to excite and activate your networks.

Campaign End Options

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Campaigns must close on the last day. "Close on End" must be highlighted.

Campaign Details

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Short project description

You only have 150 characters to communicate the essence of your project so be concrete and creative. This description shows on our home page and is used for our emailed promotion of campaigns. Remember to spell out your congregation's name - don't use acronyms- and consider adding the city/state where you are located.

Featured video URL

You don't have to post a video on your FAITHIFY project, but we definitely encourage you to. Video tells a story that picture and words can't capture, personalizes your project, and conveys energy (assuming the video isn't booooring).

Full project description

This section allows you unlimited text to describe your project in detail. You can also include additional media (supporting documents or other images) directly into the text box once you've loaded them via the "add media" tool.

Some questions potential funders might want to know include:

- Why should I care about this effort?
- Who will benefit from this project and how?
- What specific outcomes will my support help make possible?
- What is your timeline?
- Who are the people involved and what are their qualifications?
- What will you use my money for?
- What other money do you need, what have you raised so far, and what will you do if you don't raise the rest?
- How will you sustain the project?
- Who else in your community thinks this project is important?
- Who will you be working with and how will you honor your partnerships?
- How will you share what you learn?



Choose your words carefully. Titles and descriptions matter. Inspire your audience!

Unitarian Universalism Connection

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This question is the heart and soul of FAITHIFY. FAITHIFY's vision is of a people with renewed faith and a Unitarian Universalism that is connected, relevant, and vibrant. Your projects are the key to this vision!

Because covenant is the beating heart of Unitarian Universalism, we invite you to describe how your project is in mutual relationship with UU people, values, and communities. We expect that you will be able to share how your project is grounded in covenantal community. We are interested in how you and your project claim Unitarian Universalism and who claims you. How you interpret, exemplify, and honor this claim is entirely up to you.

How your project CLAIMS Unitarian Universalism

Projects claim Unitarian Universalism by, for example:

- being invested in and explicitly drawing from Unitarian Universalist history and tradition
- collaborating across age, sexuality, racial/ethnic, economic, and other divisions
- reflecting Unitarian Universalist values
- originating from Unitarian Universalist people, congregations, and communities

How your project is CLAIMED BY Unitarian Universalism?

Projects are claimed by Unitarian Universalism by being in active and explicit covenant with the larger community of Unitarian Universalism in, beyond, or amongst congregations. For example:

- originating in or being affiliated with a Unitarian Universalist congregation or community
- working in explicit and direct partnership with Unitarian Universalist leaders, congregations, or communities

HOW TO Post a Campaign on FAITHIFY (CONTINUED)

This section is also where you can describe the community groups with which your project will be in partnership (if any) and endorsements of your project.

PROJECT PARTNERS: If project partners include a Unitarian Universalist congregation(s), also identify the congregation(s). Actively recruiting and securing partners for your project will strengthen your likelihood of success and increase your network of tangible support.

PROJECT ENDORSEMENTS: This is your chance to brag and show off! Gather quotes from people in your community or wider network who are psyched and can testify about you and your project. Use video if you want! Seek out testimonials from trusted people who can “vouch” for the promise of your project.

Campaign Images and Rewards

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Campaign images

Each project has one photo that serves as the featured image. This picture will be displayed on FAITHIFY’s home page in the browse projects feature. Use a “landscape” orientation image (748 x 420 pixels is preferred for best results.) Entice more followers, sharers, and funders by using punchy, colorful, high-resolution photos. Up to three more images can be uploaded in a slider gallery on your campaign page. You can add as many images as you like to your Long Description.

Campaign reward level

This section guides funders once they have decided to give to your campaign.

LEVEL TITLE: You can leave “FAITHIFY Pledge” as the level title.

MINIMUM SUGGESTED AMOUNT: You may choose a suggested minimum amount of donation. Be aware: funders cannot donate an amount less than the pledge level you enter here.

LEVEL DESCRIPTION: This can be the same as your Short Description of the campaign. It will show on the funder’s receipt.

LEVEL FULL DESCRIPTION: Leave this section blank.

Save and Submit

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Save draft

You can save a draft of your campaign at any time before submission by clicking “SAVE DRAFT.” To access a previously saved draft, find the campaign on your user Dashboard, hover over the draft, and click “Edit.”

Submit for review

Only click here if you are ready to submit your campaign! Once you do, FAITHIFY staff will have a look at your campaign to make sure it is complete and suitable for posting (free of inappropriate [profane, uncovenanted] remarks or egregious ignorance of community standards) before we publish it live on the site. The review process usually takes about 12-24 hours. If all criteria are met, FAITHIFY staff will contact you to confirm the GOAL, DURATION, and START DATE. Please connect a Stripe account (on the “Campaign Tools” tab of your Dashboard) before submitting your campaign.

You can edit your campaign after it has gone live, but we encourage you to finalize your campaign before you submit it. Campaigns that have been submitted and published by the FAITHIFY staff are not able to be cancelled.

Activate Your Network

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Now the work begins! Posting your campaign on FAITHIFY is only the first step.

If you're doing awesome outreach, funding for your campaign will come from an array of places - your congregation or organization, your friends and family, your social networks, and hopefully benevolent strangers. It's totally on you to spread the word.

Email links to your FAITHIFY campaign page to everyone you know, and specifically ask them to go to the FAITHIFY site and support your campaign with shares, or funds.

Share your campaign

Use every available social media platform to get the word out about your project:

- Your Facebook page
- Your congregation or community's Facebook page
- Your son's Facebook page
- Create a project Facebook page or event!
- Instagram or Snapchat stories
- Tweet away!



Spread the word! Share your campaign with your networks. Use #FAITHIFY or tag @FaithifyUU so we can share your posts!

Resources

Facebook has an awesome guide for nonprofits who want to mobilize support.

We recommend this guide for tips about how to tell your story, build support for your project, and extend your networks.

<http://www.slideshare.net/GlobalGiving/facebook-guide-for-nonprofits>

Millions of people have supported hundreds of thousands of crowdfunding projects. Take advantage of all that experience and learning by checking out tips and tricks from other crowdfunding sites. Our favorite is from Kickstarter:

[Kickstarter's Creator Handbook - http://www.kickstarter.com/help/handbook](http://www.kickstarter.com/help/handbook)

FAITHIFY University

Enroll in FAITHIFY UNIVERSITY (a free video course) to learn useful tips and important insights about running a successful campaign:

<http://faithify-university.teachable.com/>