



Crowdfunding and Days of Giving

David Jakielo and Brian Gawor

November 12-13, 2018
WHYY, Philadelphia

Duquesne University



Crowdfunding

duq.edu/spirit

Year 1 (2015)

- Projects: 8
- \$18,665 Raised
- 38 Gifts

Year 4 (2018)

- Projects: 48
- \$69,550 Raised
- 1,257 Gifts

DUQUESNE UNIVERSITY Facebook About Apply

SPIRIT
Make a gift to ignite crowdfunding projects inspired in the *Spirit* of Duquesne.

\$465,200
AMOUNT RAISED

5,122
GIFTS RECEIVED

74 Projects

purethirst

Pure Thirst 2018

By Pure Thirst

Enhance the experience of Duquesne University Pure Thirst students as they travel to Olickoria, Tanzania and aid that community with their water crisis.

15,000

67% Funded 51 Donors 28 days left

Duquesne University Equestrian Team 2018

By DU Equestrian Team

Support the Duquesne University Equestrian Team 2018!

5,000

32% Funded 13 Donors 17 days left

Samuel J. Hazo Endowed Resource Fund

Total Raised: \$29,218 | Total Gifts: \$7

Join the alumnae sisters of Alpha Phi Omicron and Zeta Tau Alpha to support current Duquesne University Zeta Tau Alpha students.

[Give Now!](#)

Duquesne ACS Graduate Student Symposium National Meeting

By OSSPC

Help our Graduate Student Symposium Planning Committee (OSSPC) host the ACS National Meeting & Exposition in Boston, MA in memory of Dr. Madura.

15,000

163% Funded 35 Donors 0 days left

Mission Trip: Dominican Republic '18

By Spiritan Campus Ministry

Enrich the mission experience of 10 Duquesne University students who will travel to San Juan de la Maguana in the Dominican Republic!

8,000

135% Funded 36 Donors 0 days left

SUPPLY CHAIN MANAGEMENT COUNCIL

Duquesne Supply Chain Council


By Duquesne Supply Chain Council


Help give the Duquesne Supply Chain Council members the opportunity to tour manufacturing plants.

5,000

26% Funded 10 Donors 0 days left

Example: Duquesne Dance Team


Facebook About Apply Log In




\$10,070




100%
Raised toward our \$10,000 Goal
84 Donors

PROJECT HAS ENDED
Project ended on December 27, at 11:50 PM EST

[Project Owners](#)



Share to Maximize IMPACT

Share 
Share 
Share 

Description **Updates (4)** Donor Wall

Send the Duquesne Dance Team to Nationals

Support The Dukettes Dance Team on their Journey to Nationals!

Our Story

We are the Duquesne University Dukettes Dance Team, and we need your help to be the first dance team in Duquesne history to compete at the [National Dance Alliance Collegiate Dance Championship](#) April 4-7, 2018 in Daytona Beach, Florida. Our team is made up of 11 young women representing almost all majors on campus.

The Dukettes Dance Team promotes school spirit through motivating, inspiring and entertaining Duquesne fans, and we pride ourselves on being a large part of the college game day experience! We perform at Duquesne's home football games, men's and women's home basketball games, and many community events throughout the year, including Coaches vs. Cancer, WPXI's Holiday Parade, and The Mark Milovats "Christmas in the City" Show.

What Nationals Means to Us

NDA Nationals is the largest and oldest collegiate dance competition in the country, with over 100 schools dancing for the championship title. It is our personal Super Bowl. Our alumni have laid the foundation for what it means to be a Dukette, and we are finally ready to grow as a program and represent Duquesne on the national stage.

Levels Choose a giving level

\$25 Poms

One pair of poms

Contribute \$25

\$50 Dance Shoes

One pair of dance shoes

Contribute \$50

\$100 Hotel Room at Nationals

Day of Giving

dayofgiving.duq.edu

Year 1 (2016)

- \$109,122 Raised
- 1,023 Gifts

Year 3 (2018)

- \$294,333 Raised
- 1,608 Gifts

DUQUESNE DAY OF GIVING
#DUQDAYOFGIVING

DUQUESNE DAY OF GIVING HAS ENDED!
00 : 00 : 00
HRS MIN SEC

\$294,333 RAISED 1,608 GIFTS

SAVE THE DATE: DUQUESNE DAY OF GIVING 2.19.19!

Duquesne Day of Giving 2019

The tradition continues! The next Duquesne Day of Giving will be held on Tuesday, Feb. 19, 2019. On this day, we encourage alumni, faculty, staff, students, parents and friends to visit duq.edu/dayofgiving and make an online donation to support the University. Supporters are...

Swimming & Diving Matching Gift
An anonymous supporter and parent of a Duquesne University women's swimming alumna has made a \$10,000 matching gift challenge to benefit the Swimming and Diving program. All donations on the Day of Giving to the Swimming & Diving program, will be matched dollar-for-dollar, up to \$10,000.

x2 MATCH

\$10,000 MATCHED COMPLETED

Gumberg Library Matching Gift
The Gumberg Library Leadership Team will match donations to Gumberg Library dollar-for-dollar, up to \$1,000.

x2 MATCH

Peer to Peer: Ambassadors

Duquesne Day of Giving

AMBASSADOR SOCIAL MEDIA CHECKLIST



The third-ever Duquesne Day of Giving will be held on Thursday, February 8, 2018. On this special day, we ask all alumni, faculty, staff, students, parents and friends to visit www.duq.edu/dayofgiving and make an online gift to support Duquesne University.

In addition to making a gift on 2.8.18, another way to add to the day's success is by helping to spread the word on social media! Here are some fun ways to easily do this...

Download your Day of Giving sign and take a photo with it...

- [Print off your sign here](#) (or make your own!), take a picture holding the sign in a creative location, post on social media with the hashtag #DUQDayofGiving and also send to jakielod@duq.edu so we can share on Duquesne's social media accounts.

Spread the word on Facebook...

- Change your [profile picture](#) and [cover photo](#) to #DUQDayofGiving graphics. These files are available on your Ambassador page or contact jakielod@duq.edu.
- Post this message as a status update on Facebook or write a personal message:

The Duquesne Day of Giving is on 2.8.18. Designate your gift to the University's areas of greatest need or to the school, organization or sports team that means the most to you. Learn more at www.duq.edu/dayofgiving. #DUQDayofGiving

Spread the word on Twitter...

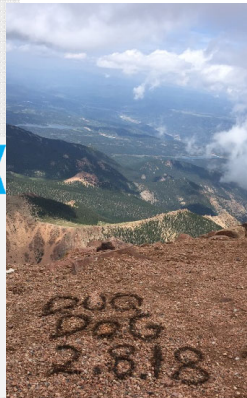
- Send out this tweet with either your Day of Giving [sign](#) photo or the Day of Giving [logo](#)

The #Duquesne Day of Giving is on 2.8.18! Please join me and make a gift to support Duquesne University. Learn more and donate: duq.edu/dayofgiving #DUQDayofGiving

Don't forget to connect with us...

- Get the latest updates by joining the #DUQDayofGiving Team on Facebook: facebook.com/groups/DUQDayofGiving. Invite friends to also join the group!
- Follow Duquesne University Spirit on [Facebook](#) and [Twitter](#).

Peer to Peer: Day of Giving Signs



Peer to Peer: Facebook Group

#DUQDayofGiving (2.19.19) Team

David Jakielo Admin · February 3 · Add Topics

Happy Saturday! A quick and easy way to help spread the word about this Thursday's Duquesne Day of Giving - join these alumni and friends and add the #DUQDayofGiving Facebook frame to your profile picture!
Try It: <https://tinyurl.com/duqfacebookframe>

Discussion

Members

Events

Videos

Photos

Files

Group Insights

Moderate Group

Search this group

Shortcuts

- Higher Ed Crowdfunding
- David F. Jakielo Se... [20+]
- Saint Margaret of S... [20+]
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- Duquesne University ... [9]
- DU Happy Hours
- Bishop Canevin High ... [4]
- Football Pool for a Cause
- Duquesne Homecoming...
- Teresa's Hope 4 Hearts
- Farewell Yellow Brick R...
- See more

Briana G. Simko, Jonathan Ogurchak and 5 others

Like Comment

Write a comment...

David Jakielo Admin · February 2 · Add Topics

We are less than a week away from the Duquesne Day of Giving on Thursday, February 8!

To help us spread the word, please take time this weekend to take a photo with a Duquesne Day of Giving sign and then post it on social media with the hashtag #DUQDayofGiving and send it to me at jakielod@duq.edu so we can also share.

As you can see, photos have been coming in from all over. The more creative you can be the better! Feel free to include famous landmarks, kids

Suggested Groups

Mt. Washington News
5,290 members + Join

If you've lived in Pittsburgh a long time, you rem...
43 friends · 33,797 members + Join

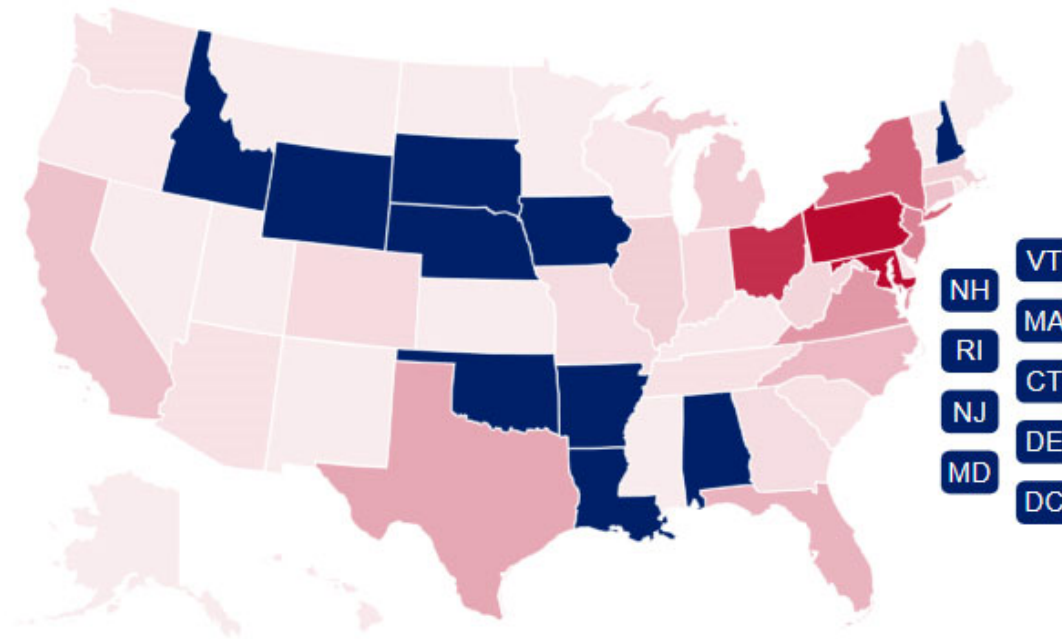
ITALIAN-AMERICANS 'R' US
Italian-Ameri...
32,259 members + Join

Vegetarian & Vegan Recipes
520,324 members + Join

Peer to Peer: Get Creative!



Peer to Peer: Donor Heat Maps



Peer to Peer: Donor Wall

Michael Cascio In Memory of Dr. Jeffrey Madura	Undisclosed Amount Aug 10, 2018
Amy Stroyne In Memory of Dr. Jeffrey Madura	\$35 Aug 10, 2018
Melissa Loughner In Memory of Dr. Jeffrey Madura	\$25 Aug 10, 2018
Philip Clarke In Memory of Our friend, Dr. Jeffrey Madura	\$50 Aug 10, 2018
Nina Reger	Undisclosed Amount Aug 06, 2018
Daniel Zuckerman In Memory of Jeffrey Madura	Undisclosed Amount Aug 06, 2018
Paul Johnson In Memory of Dr. Jeff Madura via Duquesne University ACS Graduate Student Symposium	\$400 Aug 06, 2018
Joseph MacNeil In Memory of Jeffrey Madura	\$50 Aug 02, 2018
David Koes	\$100 Aug 02, 2018
Bernandie Jean In Honor of The Madura Research Group (Madurites)	\$50 Jul 30, 2018
Kathi Workman In Memory of Dr. Jeffery Madura, our son Riley Workman's advisor	\$100 Jul 27, 2018
Bonita Madura In Memory of Dr. Jeffrey Madura, my son	\$500 Jul 25, 2018
Megan Wasson	Undisclosed Amount Jul 24, 2018

Anonymous	\$10 Apr 30, 2018
Becky Brown	Undisclosed Amount Apr 26, 2018
Anonymous In Honor of duquesne staff and students who make Best Buddies the best!!!	\$100 Apr 26, 2018
Alexandra Robinson	\$25 Apr 23, 2018
Conway Family In Honor of Chelsea Conway	Undisclosed Amount Apr 23, 2018
Dylan Breletic	\$35 Apr 23, 2018
Lisa Teets	Undisclosed Amount Apr 20, 2018
Anonymous	Undisclosed Amount Apr 19, 2018
Robin Zolinas	\$25 Apr 17, 2018
Diane Williams	\$100 Apr 17, 2018
Anonymous In Honor of occupational therapy program	\$100 Apr 17, 2018
Kathleen Matesic In Honor of Best Buddies	\$25 Apr 15, 2018
Loretta Uhlmann	\$50 Apr 09, 2018
Deidre Rizzo In Honor of My Buddy Olivia and All the Amazing Buddies in Our Chapter!	\$10 Apr 07, 2018

Stephen Benham
In Honor of Dean Seth Beckman's Bow Tie

Insights from 5,382 Crowdfunding Campaigns

250,925 Online Gifts
\$73M in total giving

What raises more? Dollar Goals or Donor Goals?

Project Type	Dollar Goal Campaigns				Participation Goal Campaigns			
	NUMBER OF CAMPAIGNS	AVERAGE NUMBER OF TOTAL GIFTS	AVERAGE CAMPAIGN TOTAL	AVERAGE ONLINE TOTAL	NUMBER OF CAMPAIGNS	AVERAGE NUMBER OF TOTAL GIFTS	AVERAGE CAMPAIGN TOTAL	AVERAGE ONLINE TOTAL
Alumni	153	45	\$89,993	\$4,267	97	73	\$77,750	\$6,035
Arts	83	40	\$5,396	\$3,890	7	61	\$6,024	\$6,017
Athletics	292	50	\$10,059	\$6,739	58	20	\$5,835	\$1,541
Giving Day	21	72	\$12,320	\$9,274	12	294	\$37,926	\$24,698
Institutional	1,286	67	\$13,543	\$7,232	219	120	\$19,741	\$10,952
Research	113	60	\$8,854	\$5,877	10	43	\$4,888	\$4,219
Scholarship	287	55	\$15,415	\$6,922	26	158	\$20,581	\$12,156
Student Class Gift	42	130	\$8,981	\$6,292	45	150	\$3,174	\$1,675
Student	1,061	27	\$3,127	\$2,291	77	43	\$4,102	\$2,552
Travel	293	43	\$5,448	\$3,885	18	32	\$2,651	\$2,573
All Campaigns	3,631	50	\$12,544	\$5,236	569	94	\$24,238	\$7,138

What raises more? Dollar Goals or Donor Goals?

Student Class Gift	42	130	\$8,981	\$6,292	45	150	\$3,174	\$1,675
Student	1,061	27	\$3,127	\$2,291	77	43	\$4,102	\$2,552
Travel	293	43	\$5,448	\$3,885	18	32	\$2,651	\$2,573
All Campaigns	3,631	50	\$12,544	\$5,236	569	94	\$24,238	\$7,138

*“Donor” campaigns
Raise 40%+ more than
“Dollar campaigns*

Impact of P2P Ambassadors

\$97

AVERAGE ONLINE
GIFT

\$109

AVERAGE GIFT GENERATED BY
VOLUNTEER AMBASSADOR

No big difference between 6-9 ambassadors and 20+ in a crowdfunding campaign.

How many ambassadors can leffectively energize, coach and engage?