

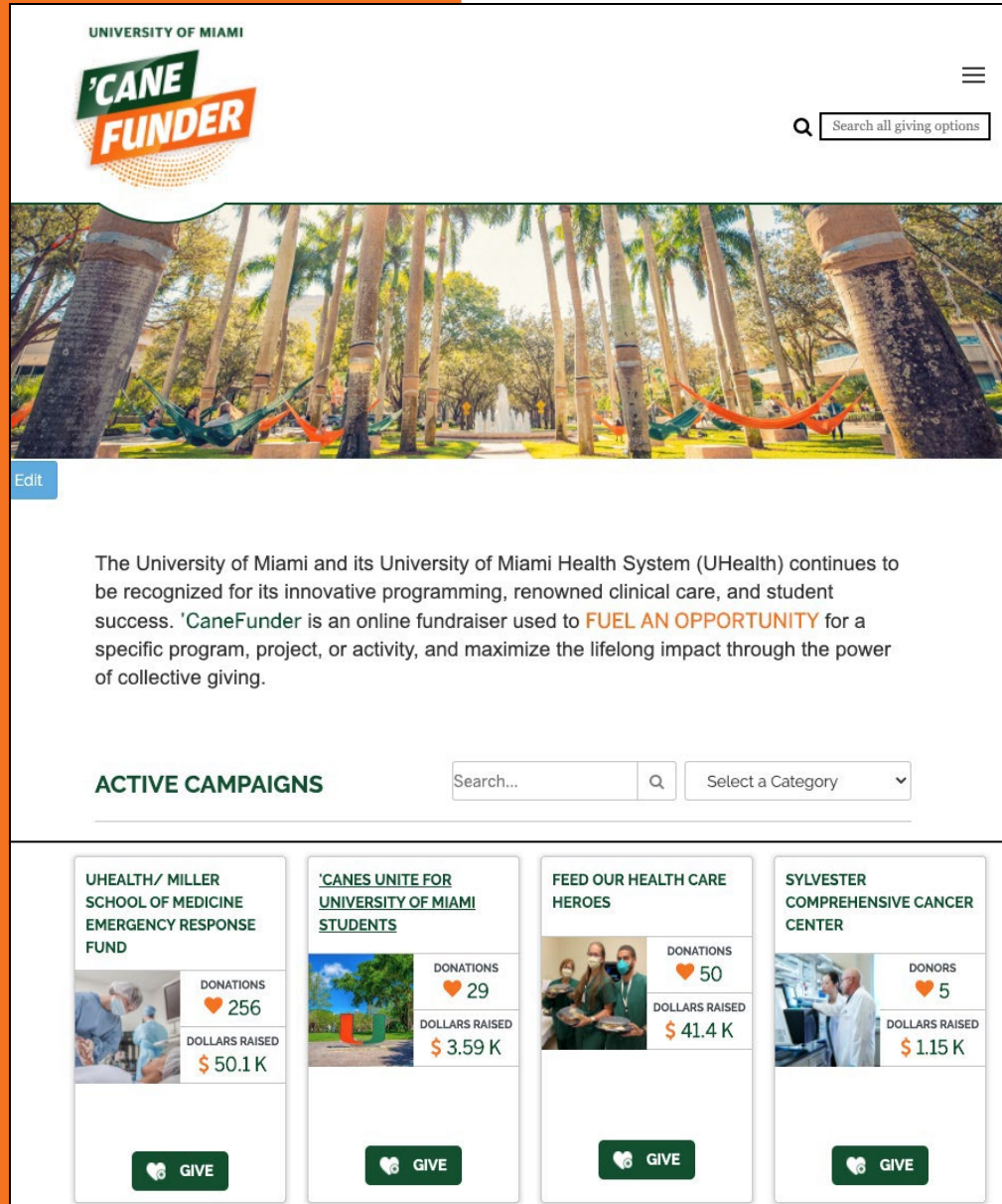


'CaneFunder for Student Organizations

Philanthropic Giving + Digital Engagement

August 2021

WHAT IS 'CANEFUNDER?



The screenshot shows the 'CaneFunder' website for the University of Miami. At the top, there's a header with the University of Miami logo and the 'CANE FUNDER' logo. A search bar is located in the top right corner. Below the header is a large banner image of a tropical campus scene with palm trees and hammocks. Under the banner is an 'Edit' button. A paragraph of text describes the platform's purpose: 'The University of Miami and its University of Miami Health System (UHealth) continues to be recognized for its innovative programming, renowned clinical care, and student success. 'CaneFunder' is an online fundraiser used to FUEL AN OPPORTUNITY for a specific program, project, or activity, and maximize the lifelong impact through the power of collective giving.' Below this text is a section titled 'ACTIVE CAMPAIGNS' with a search bar and a category dropdown. At the bottom, there are four campaign cards, each with a title, a small image, and statistics for donations and dollars raised. Each card has a 'GIVE' button at the bottom.

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'CANE FUNDER

Search all giving options

Edit

The University of Miami and its University of Miami Health System (UHealth) continues to be recognized for its innovative programming, renowned clinical care, and student success. 'CaneFunder' is an online fundraiser used to **FUEL AN OPPORTUNITY** for a specific program, project, or activity, and maximize the lifelong impact through the power of collective giving.

ACTIVE CAMPAIGNS

Search... Select a Category

Campaign Name	Donations	Dollars Raised
UHEALTH/ MILLER SCHOOL OF MEDICINE EMERGENCY RESPONSE FUND	256	\$ 50.1 K
'CANES UNITE FOR UNIVERSITY OF MIAMI STUDENTS	29	\$ 3.59 K
FEED OUR HEALTH CARE HEROES	50	\$ 41.4 K
SYLVESTER COMPREHENSIVE CANCER CENTER	5	\$ 1.15 K

'CaneFunder campaigns can be used to help students fundraise for their individual student organizations.

Students can raise funds for a program, project, or activity.

The active 'CaneFunder campaigns can be found [here](#).



'CANEFUNDER IMPACT

University-wide between June 2020 – June 2021

- Deployed 107 'CaneFunder campaigns
- Acquired 5,333 donors
- Acquired 1,383 first-time donors to the University
- The campaigns generated \$ 804,983 in revenue

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WHY IS 'CANEFUNDER BETTER THAN OTHER SITES?

- 'CaneFunder is the official crowdfunding site for the University of Miami, which adheres to brand guidelines.
- A report with donor data is provided at the end of your campaign. With this report, you can thank or reapproach your donors for future campaigns.
- Donations are tax-deductible to the extent allowed by law. A tax receipt is provided to the donor.
- Secure website. Our payment methods are secure, and the information collected will be only used by the University of Miami.
- The funds collected go directly to your student organization's fund.

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LIST OF INDICATORS FOR PROJECT SUCCESS

What are you trying to raise funds for? Does your project have a clear, compelling story that project volunteers can share?

How will the funds raised be used? Remember that funds cannot be provided to another company or non-profit.

Commitment: Can you ensure that project volunteers are regularly reaching out to their networks for the duration of the campaign? Project volunteers will be the people – students, families, alumni, friends, etc.– who will be actively sharing information about and soliciting gifts for your project via email, social media, and/or text.

Realistic goal: Successful projects generally fall within a range of \$1,000 to \$5,000.

Duration: A project should be able to meet its goal in between 14 and 21 days.

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METHODS THAT CANNOT BE USED IN 'CANEFUNDER

When using 'CaneFunder, students cannot fundraise for the following:

- Fundraising for a current student
 - For example, if John Smith is a current student, we cannot fundraise to cover John's tuition
- Fundraising for a program that includes raffles
 - For example, if you make a gift to my campaign, you will be entered in a raffle to win some 'Canes swag
- Fundraising for a cause where funds will not stay within the University of Miami
 - For example, a student wants to fundraise for a charitable organization that aids cancer patients, but the organization is not part of the University of Miami Sylvester Comprehensive Cancer.

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EXAMPLE OF A 'CANEFUNDER CAMPAIGN PAGE

The screenshot shows a web page for the 'CANE FUNDER' campaign. At the top, the University of Miami logo is on the left, and the 'CANE FUNDER' logo is in the center. Navigation links include HOME, FAQ, APPLY, 'CANES SWAG BOX, and FREE DIGITAL SWAG. The main header features a large image of a whale with the text 'OCEAN AWARENESS WEEK 2021'. A progress bar shows '2,560 Dollars Raised' and a '3,000 Campaign Goal'. Below the header, there is a video player for 'DAW Fundraising Video' with 'Watch later' and 'Share' buttons. To the right of the video, a 'CONTRIBUTE' button is visible, along with a countdown of '0 Days Left' and '34 Supporters'. Below the video, the text 'OCEAN AWARENESS WEEK MARCH 22-27, 2021' is displayed, followed by a paragraph about the event and a call to action. On the right side, a section titled 'THANKS TO OUR RECENT DONORS!' lists the names of four donors: John Smith, Maria Garcia, Paula Johnson, and David Reyes.

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'CANE FUNDER

HOME FAQ APPLY 'CANES SWAG BOX FREE DIGITAL SWAG

OCEAN AWARENESS WEEK 2021

2,560 Dollars Raised

3,000 Campaign Goal

CONTRIBUTE

0 Days Left

34 Supporters

THANKS TO OUR RECENT DONORS!

John Smith

Maria Garcia

Paula Johnson

David Reyes

OCEAN AWARENESS WEEK MARCH 22-27, 2021

Ocean Awareness Week is a week of fun and engaging events that connect the University of Miami's large student body as well as the entire Coral Gables community to educate and raise awareness about the importance of our oceans.

Help our student organization, Rho, Rho, Rho, create awareness for such an important cause by donating today. Together we can combat our current crisis of global change.

Your gift to Ocean Awareness Week will help our student organization to purchase materials for the beach clean up and fund the various activities.

- The 'CaneFunder campaign will be the face of your project.
- It will be used to describe your project and where funds for your project will be processed.
- The campaign page needs to capture the individual's attention and convince them that your project is worthy of their investment.

Campaign Goal: \$ 2,000
Dollars Raised: \$ 2,560
Time frame: 1 month
Total donors: 38



EXAMPLE OF A 'CANEFUNDER CAMPAIGN PAGE

(Bottom Section)

OCEAN AWARENESS WEEK MARCH 22-27, 2021

Rho Rho Rho is the University of Miami's Prestigious Marine and Atmospheric Honor Society where academically driven students who contribute to environmental awareness and scholarship are invited to join.

During Ocean Awareness Week, there will be daily activities promoting education and conservation of this vast body of water inspiring others to find the desire and need to contribute to this further protection.

Our Activities for the week include:

MONDAY, March 22, 2021: Blue Sharks Team will host Tic-Tac-Toe Trivia, Microplastics Lesson Guessing Game, and Scavenger Hunt,

TUESDAY, March 23, 2021: Shortfin-Mako Team will host Tic-Tac-Toe Trivia, Statistics about the Ocean Guessing Game, and Trivia Night with themes like Under the Sea, Jaws, and How to Protect Our Oceans.

WEDNESDAY, March 24, 2021: Tope Team will host Tic-Tac-Toe Trivia, Microplastics Lesson Guessing Game, and Re-Use Station that will teach students how to use reusable items.

THURSDAY, March 25, 2021: Smoothounds Team will host Tic-Tac-Toe Trivia, Microplastics Lesson Guessing Game, Movie Night on the Green, and the Big Event Fair.

FRIDAY, March 26, 2021: Catsharks Team will host Tic-Tac-Toe Trivia, Microplastics Lesson Guessing Game, and Rosenstiel School of Marine and Atmospheric Science information table.

SATURDAY, March 27, 2021: Students, Faculty, and Friends will host a socially distanced beach cleanup.

OUR MISSION

Climate change has become an urgent issue affecting our oceans and the organisms that live within them, in turn, also negatively impacting our lives and other ecosystems. On-going sustainability efforts are needed to combat our current crisis of global change. A contribution to this project will help educate others to confront these crucial issues our oceans are facing.

Support Ocean Awareness Week as every activity within this event is to create a more informed population.

WHY ARE DONATIONS NECESSARY?

Your gift to Ocean Awareness Week will help our student organization to purchase materials for the beach clean up and fund the various activities.

- In this area you will showcase the importance of philanthropy for your campaign.
- Give information about the project
- Explain how funds will be used
- Outline your expectations
- Why it is important to give to your campaign

Campaign Tips

- The Ocean Awareness Week 2021 team provided a video and photos to inform their donors about their goals and the reasons why they should give to their campaign.
- Provided a team of dedicated volunteers that reached out to family and friends for donations and posted in their social media pages.



EXAMPLE OF A 'CANEFUNDER CAMPAIGN PAGE

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'CANE FUNDER


APPLY

'CANES SWAG BOX

FREE DIGITAL SWAG

HOME

FAQ



NATIONAL COUNCIL OF
NEGRO WOMEN, INC. -
UNIVERSITY OF MIAMI
CHAPTER

887

Dollars Raised

1,000

Campaign Goal

ABOUT

The National Council of Negro Women, Inc. - University of Miami Chapter (NCNW) is a brand-new organization at the University of Miami seeking funding for our programs, which will enhance the experience of our members. Our programming is grounded in the Four for the Future: economic empowerment and entrepreneurship, mental and physical health, STEAM education, and public policy. NCNW serves the University of Miami community to create impactful leaders through mentorship, education, and service with the assistance of the accreditation, rich history, and national network from our National Headquarters.

CONTRIBUTE

0

Days Left

25

Supporters

THANKS TO OUR RECENT DONORS!

Jordan Farrell

Paul Douillon

1 Total Shares

f SHARE

o

e EMAIL

1

t TWEET

o

s SMS

o

NCNW

To be a Black woman is to face the intersectionality of race and gender daily. What sets us apart from other organizations on campus is that we expand beyond being an empowerment group and place an emphasis on community, education, and service. At the time of our chartering there was no specific space for Black women, so we decided to create one.

With our first year on campus being amid a global pandemic, NCNW is constantly brainstorming new ways to offer interactive and exciting virtual programming. As a brand-new organization, adequate funding for programming can be an obstacle. However, with generous donations, we will be able to ensure that our organization makes a lasting impact on our members and our campus.

WHY SHOULD YOU CONTRIBUTE TO OUR CAUSE?

Our priorities focus on issues that both, directly and indirectly, impact our community and our organization and serve to equip our members to break generational confines. For example, economic empowerment and entrepreneurship is an area where our community historically falls short. Our community falls victim to the cycle of poverty but with education through this group and the resources that the University of Miami provides us with, we will be able to break the cycle and the generational curse of so many families in our community. We believe that the emphasis on education and sisterhood is what sets us apart.

Your contributions will help fund three larger-scale events that NCNW has planned this semester. Please support the NCNW by making a gift to the National Council of Negro Women, Inc. fund today!

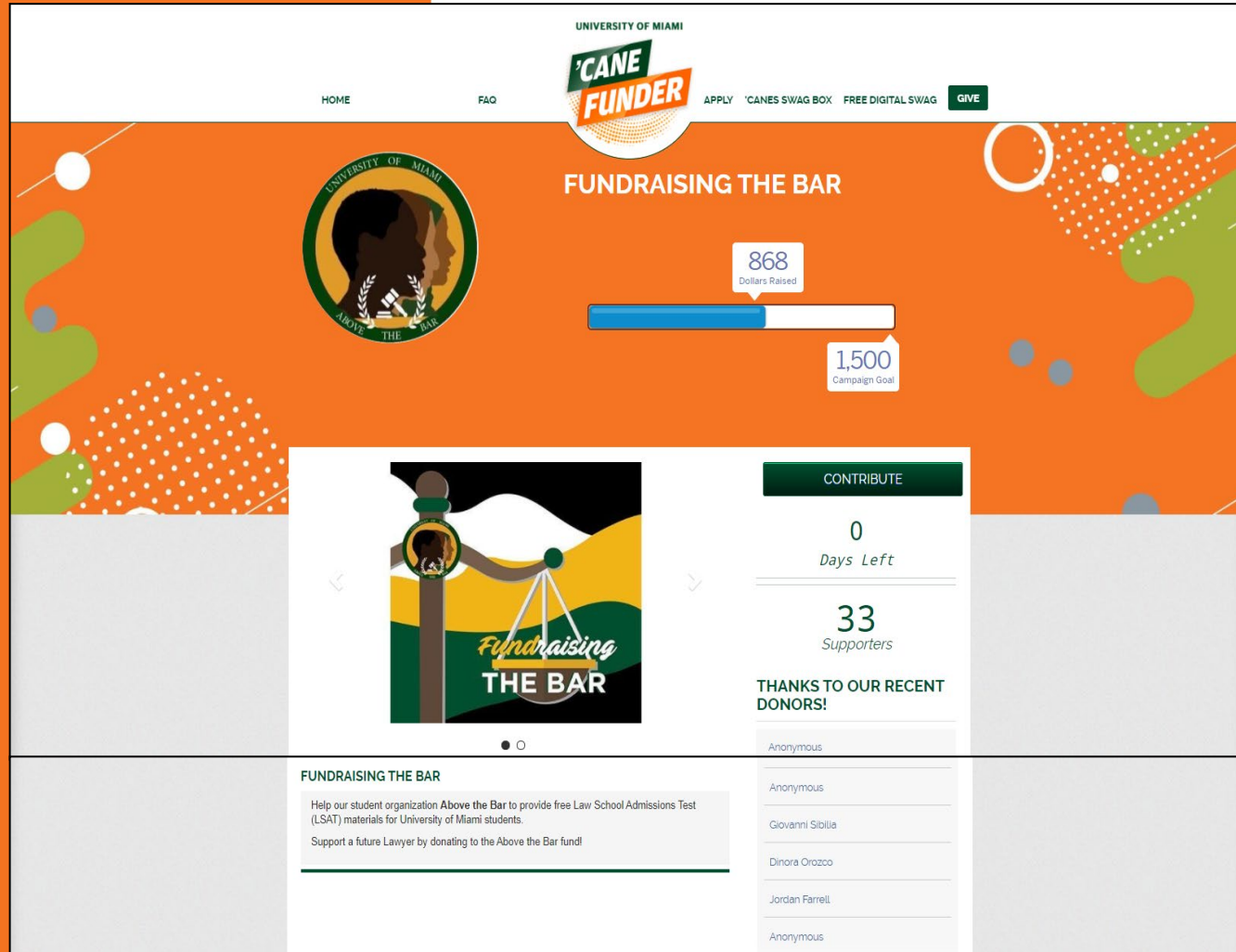
WHERE ARE DONATIONS APPLIED TO?

All donor contributions will go directly towards programming to enhance the experience of our members. Three larger-scale events that we planned on having this semester are: "The Future is Female" Perfectionism Coaching Session, "Minding My Black-Owned Business" Entrepreneurship Forum, and our Induction Ceremony for dues-paid members committed to the National Council of Negro Women, Inc.. Also, to ensure the safety of ourselves and our members, all our events will be hosted online.

Campaign Goal: \$ 1,000
Dollars Raised: \$ 887
Time frame: 1 month
Total donors: 25



EXAMPLE OF A 'CANEFUNDER CAMPAIGN PAGE



Total Shares

SHARE

EMAIL

TWEET

SMS

ABOVE THE BAR

The Student Organization Above the Bar aims to raise funds to provide the Richter Library with a variety of Law School Admissions Test (LSAT) preparation materials to alleviate the cost of purchasing the materials on their own for University of Miami students.

In partnership with the University of Miami Student Government, we hope to raise \$1,500 for this project.

Please help a University of Miami student today!

DONATIONS ARE APPLIED TO...

The donations will be used to purchase LSAT preparation books and official LSAT books for students to learn and study from while they are preparing for the LSAT. All the materials will be donated to the Richter Library and will have their designated area so it is easy to find for students.

WHY ARE DONATIONS NECESSARY?

Preparing for Law School can be quite expensive. Our student organization wants to alleviate this burden for students and provide the materials free of cost to University of Miami students. By donating, not only you are bridging the gap of minority lawyers needed in America, but you would also be the catalysts of many promising 'Canes' futures.

Campaign Goal: \$ 1,500
Dollars Raised: \$ 868
Time frame: 1 month
Total donors: 40



HOW DO I PARTICIPATE?

To participate, students must:

- Obtain approval from the student organization advisor.
- Recognize that in order to create a campaign page, all donations received in the campaign need to stay within the University of Miami.
- Acknowledge that all applications will go through an approval process that includes Student Affairs and the Philanthropic Giving + Digital Engagement team.

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HOW TO APPLY FOR A 'CANEFUNDER CAMPAIGN?

- Apply at CaneFunder.miami.edu by clicking the “**Apply**” tab on the header.
- Before applying have the following information ready:
 1. Campaign Name (If available)
 - This information will be displayed in the campaign link.
 - For example, “Ocean Awareness Week 2021”
 2. A brief description of your campaign.
 3. Start Date/End Date for the campaign.
 4. Fundraising goal between \$1,000 - \$5,000
 5. Explain how you will specifically use donor contributions from this project.

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HOW TO APPLY FOR A 'CANEFUNDER CAMPAIGN? (Cont.)

6. The audience for your campaign.
7. What area will be supported by this campaign?
8. Non-SAFAC Program ID to be used for the project. (If available)
9. Adhere to the deadlines and procedures provided.
10. After the application is submitted a member of our staff will contact you to discuss the details of the campaign requested. If you have any questions email them to CaneFunder@miami.edu.

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CONTACTS

For more information about 'CaneFunder campaigns please contact the Philanthropic Giving Team at canefunder@miami.edu.

To view some examples of our active campaigns, visit:
Canefunder@miami.edu.

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