’CaneFunder for Student Organizations

Philanthropic Giving + Digital Engagement

August 2021
WHAT IS ‘CANEFUNDER?’

‘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
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.
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.
METHODS THAT CANNOT BE USED IN ’CANEFUNDER

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

• Fundraising for a current student
  o For example, if John Smith is a current student, we cannot fundraise to cover John’s tuition

• Fundraising for a program that includes raffles
  o 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
  o 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.
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.

EXAMPLE OF A ‘CANEFUNDER CAMPAIGN PAGE

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

Campaign Goal: $1,000
Dollars Raised: $887
Time frame: 1 month
Total donors: 25
EXAMPLE OF A 'CANEFUNDER CAMPAIGN PAGE

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

**ABOVE THE BAR**
The Student Organization Alumnae the Bar aims to raise funds to provide the Ritchie 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 Ritchie 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 are you bridging the gap of minority lawyers needed in America, but you would also be the catalyst of many promising "Cane" Miamis.
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.
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.
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.
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.