



CROWDFUNDING CASE STUDY:

The Undergraduate Project



The Undergraduate accepts and publishes work across the many colleges at the University so that students don't have to pay publications. After being funded for three years by the University of Exeter's Annual Fund, the project started crowdfunding in order to continue publishing the journal.

HOW DID YOU PROMOTE YOUR FUNDRAISING PROJECT?

We promoted the project in various ways:

- Invested a lot of time and effort into making a promotional film
- Had a specific and planned out social media scheduling plan and dedicated people to it
- Called on our members, board members and committee to all pull together in promoting
- Took sponsorship proposals to local business – to bid for larger sums

WHAT WORKED WELL?

I think a combination of the film correctly used on social media, and our general social media presence worked well to increase awareness.

Ultimately though, I believe our largest donation came from approaching a business with a sponsorship proposal (which rewarded them with certain negotiated advertising).

ANY TOP TIPS FOR OTHER STUDENTS WANTING TO CROWDFUND?

Crowdfunding requires serious dedication of time and people. It needs a team working on it, and all working to a well thought out plan. It's successful when there's a campaign which has as much effort in the latter stages as it does at the beginning. Do good research into previous campaigns.

Pria Rai, The Undergraduate

For more information please contact annalfund@exeter.ac.uk

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The University's very own crowdfunding platform