

SOCIAL CROWDFUNDING NETWORK FOR EDUCATION



edSeed

Session 4

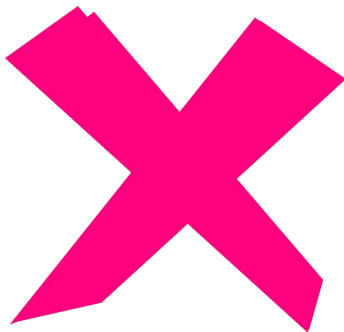
Training Outline

- Session 1
 - Introduction to Crowdfunding
- Session 2
 - edSeed Overview
 - Setting up a profile
- Session 3
 - Why edSeed & not other platforms
 - Social Barriers to Crowdfunding
 - Understanding donor preferences
- Session 4
 - Tips to create a successful campaign
 - Social Engagement

Create a complete profile



Choose the right title



Fund My Education
Help Me Finish My Education



Help me win a Nobel Prize!
Help me reach Mars!

Take your time in planning the campaign, don't rush it!



Planning steps

1. Admin (Contract / University Financial Contact)
2. Prepare your profile
3. Select photos
4. Create your video
5. Collect your advocate contact emails
6. Draft your personal message - 1st notice
7. Review & send the message
8. Prepare your social media posts & calendar
9. Draft your launch message - 2nd notice
10. Create your thank you message video
11. Draft your updates

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edSeed CROWDFUNDING FOR HIGHER EDUCATION



WASHINGTON STATE UNIVERSITY

ADEL MADE IT THIS FAR AND ITS HIS LAST YEAR!



About Adel

Adel is a Syrian from Homs studying Data Analytics at Washington State University. He is in his 5th year of school, paying his way through college and lobbying to get in-state tuition. While at WSU, Adel has been an active member of the community, contributing to causes on his college campus and after graduation, Adel aspires to work and eventually establish a foundation that invests in projects to reinvigorate business in his war-torn country, Syria.

[Learn more about Adel.](#)

edSeed is raising
\$25,000

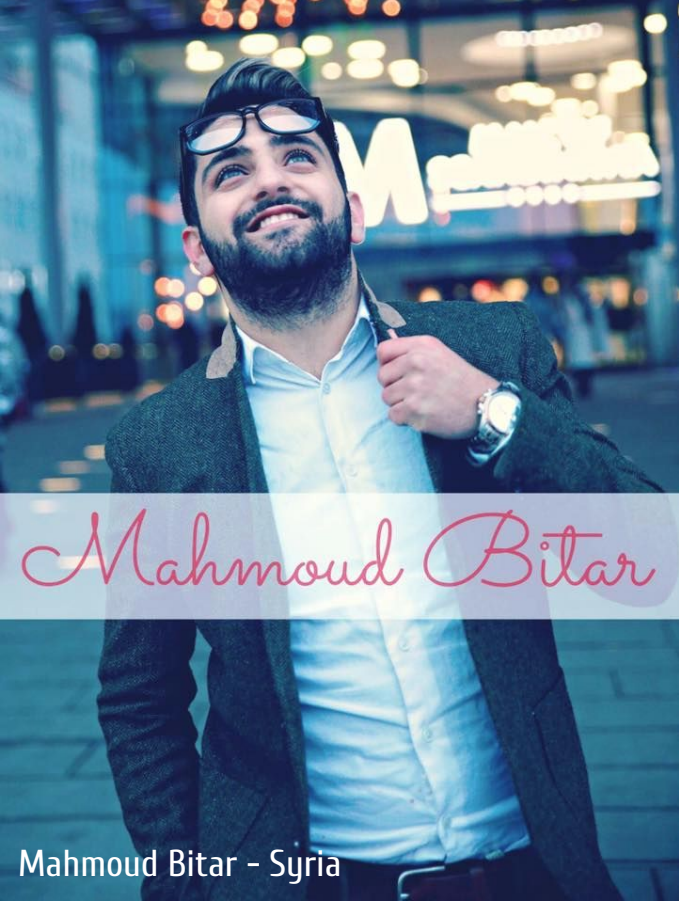
Turn your description into a story



Build your endorsement network on the app



Draw influencers attention towards your campaign



edSeed



Sharing on email

- An edSeed share - 20,000 Donors
 - We work together to craft the message and send it out when your profile is complete
- Your network share
 - Send us a list of 20-30 emails from your network
 - Friends who'll share
 - Professors
 - Mentors
 - Family friends
 - Administrators who helped you in your journey

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Make inspiring videos - Process

1. Write your story (Script)
2. Share it with our volunteers
3. Practice the script
4. Select a good location
5. Tape it several times, select the best option
6. Save it as MP4, upload to the app or your student folder



Make inspiring videos - General

- Short 1-3 min
- Personal
- Clear call to action
- Engaging start
- Positive outcome



Make inspiring videos - Technical Tips

- Orientation - Landscape
- Audio - quiet area
- Lighting - bright
- Direction - face the light, avoid shadows
- Steady camera



Practice your social media outreach



For next session ...

Please check the following references:

- [Picking a Killer Title for Your Crowdfunding Campaign](#)
- [Pitching Your Passion: How to Make An Amazing Crowdfunding Video](#)