



Submit a Project

Follow this guide for detailed instructions and tips
on how to submit a successful mission project
with GoFundMission.org

1. PROJECT BASICS

Campaign Title/Headline

This is headline of your campaign. It will appear throughout the site and social media. This field is limited to 50 characters, so make sure that your campaign title is short and compelling.

For additional help read the following article from YouCaring.com - [Create a Good Campaign Title](#)

Funding Goal (\$)

This is the amount you intend to raise through GoFundMission, your projects overall funding goal maybe higher. Make sure that your goal is *realistic* and *attainable*. Most projects need to reach a certain threshold to be viable. Your goal will need to be on or above that threshold.

All campaigns are “*All or Nothing*” so if your funding goal isn’t reached, no donations will be received.

When setting your goal it’s also important to remember 3rd party card processing fees, which are currently 2.9% plus \$0.30 cents per transaction. So if you receive \$1000 from 10 donors, the processing fees will total \$32 (2.9% of \$1000= \$29 and \$0.30c x 10= \$3). These fees are charged automatically if a campaign is successful so the actual amount you would receive is \$968.

Note: *It is important that you set this goal correctly, as it cannot be changed once the campaign has been launched.*

Campaign Tagline

The Campaign Tagline is a couple of sentences about the essence and nature of your project. It will be one of the first things donors will see along with your Campaign Title. This field is limited to just 150 characters.

Project Image

Each project campaign has a photo that serves as the cover image. This photo will also be displayed throughout the site and on social media. Entice more donors by using a colorful, high resolution photo that accurately promotes your project. *(Make sure you have the appropriate permissions to use the image)*

Project Video URL

You don't have to post a video for your campaign but it is highly encouraged (3 minutes max). Video helps personalize your project and tells a story in ways that words and photos can't.

Upload your video to YouTube or Vimeo and ONLY provide the video's URL on your application. DO NOT try to attach your video file to your application form.

For more detailed advice on how to create an effective crowdfunding video see Fundrazr.com

Campaign Start Date

What is the preferred start date for your campaign? (This is just a request) Ideally you will need to leave about 6 weeks to one month for planning time before a campaign starts.

Jurisdiction/Department

Is your project connected to a Congregation, Mission Center or World Church/IHQ Department?

Jurisdiction/Department Name

What is the name of the Congregation, Mission Center or World Church/IHQ department?

Note: GoFundMission is only for the use of Community of Christ jurisdictions and IHQ. We cannot accept project submissions that are from individuals or outside organizations.

2. PROJECT SPONSOR

Every project is required to be sponsored by your Mission Center President.

If a project is to be successful it must have sufficient support from its local congregation or mission center. The role of Project Sponsor is to give their personal approval for the project and to validate that it has sufficient local support to go forward. You will be to include evidence of your sponsors support with your application. Upload a scanned copy of an email or letter from them that indicates their support and willingness to be your sponsor.

3. PROJECT COORDINATOR

The **Project Coordinator** is your project's designated contact person. Their full name, job title/responsibility (if unsure just put Project Coordinator), email address and small profile photo will be included on your projects campaign page. This helps make the campaign and project more personal.

Before any fundraising can begin, the Project Coordinator must sign a Project Agreement, which outlines all expectations and responsibilities of the position.

4 PROJECT DESCRIPTION

This is the main text section of your campaign and where you describe your project in detail. This section is unlimited but if it is too long people may stop reading. Challenge yourself to describe your project in ways that convey its purpose, impact and inspire people to give.

Some questions potential donors might ask:

- Why should I care about this?
- Who does it impact?
- What change will I be helping to cause?
- Who are the people involved?
- What will you use my money for?
- What other money will you need? What have you raised so far?
- Is the project sustainable?
- Who else thinks this project is important?
- Who else will be working with you?

5 PROJECT COMMUNICATIONS PLAN

How do you plan to engage your community? *(Not displayed anywhere on GoFundMission.org and is for internal use only)*

The most successful crowdfunding projects are ones that utilize their network to share, promote and encourage others to contribute. It isn't enough to create a GoFundMission campaign page and then come back in three weeks expecting it to be funded. It requires lots of "off-line" effort.

Submitting an application and posting a campaign on GoFundMission is the easy part. The hard and most important part is planning a strategy that helps create awareness and engages with your community.

- Does your congregation/mission center have an email distribution list?
- Does your congregation/mission center have a website? Facebook page?
- Could you create a Facebook page for this project?
- Could you have a kickoff event for your campaign?

Facebook has an excellent guide for nonprofits, with hints and tips to help extend your network and engage your online community - <http://www.slideshare.net/globalgiving/facebook-guide-for-nonprofits>

Kickstarter, one of the biggest crowdfunding websites, also provides an extensive guide for helping create and run successful crowdfunding campaigns - <https://www.kickstarter.com/help/handbook>

6. PROJECT FUNDS

Project Funds (*Not displayed anywhere on GoFundMission.org and is for internal use only*)

If your funding campaign is successful where do we send the check? Who is responsible for receiving and accounting for these funds?

Note: *We can only write checks made payable to a Community of Christ entity, no individuals or outside organizations.*