

## Imagine! Crowdfunding Idea Form

**Crowdfunding:** the collective effort of individuals who network and pool their money, usually via the [Internet](#), to support efforts initiated by other people or organizations

*We are excited that departments of Imagine! may be interested in doing some online "crowdfunding" for specific departmental needs. The Public Relations Department and the Imagine! Foundation would like to help in any way possible. All ideas will be reviewed first by Imagine!'s Executive Committee to be sure that the project is a priority and that Imagine! is not running two simultaneous crowdfunding campaigns. Please fill out this form to get the ball rolling and return it to Susan LaHoda. If you would like to chat about your idea first, please call Susan at 303-926-6443.*

Dept \_\_\_\_\_ Person Responsible \_\_\_\_\_ Director Initials \_\_\_\_\_

Title of your project \_\_\_\_\_

Brief description of purpose for which you would like to raise funds: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(Use back of form or attach additional information as needed)

Explanation of why funds are needed for this purpose (attach additional info. as needed)

\_\_\_\_\_  
\_\_\_\_\_

Monetary Goal \_\_\_\_\_

Anticipated date to launch campaign \_\_\_\_\_

Date for close of campaign \_\_\_\_\_

Ways in which department will drive individuals to the site (in addition to Imagine! PR avenues such as Imagine! blogs, Facebook, Twitter, etc.)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Reasons why you think this campaign will be successful \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Anticipated Assistance Needed from PR and/or Foundation:

\_\_\_ Choosing a crowdfunding site; (If you have chosen a site, please indicate: \_\_\_\_\_)

\_\_\_ Video

\_\_\_ Photos

\_\_\_ Story Development/Narrative

\_\_\_ Incentives

\_\_\_ Other \_\_\_\_\_

***Thank you! We will be in touch shortly!***