EngagePitt™ is the University of Pittsburgh’s crowdfunding platform, designed to help students, faculty and staff who have creative project ideas raise money from a large number of people through the Internet and social media.

engage.pitt.edu

MORGAN WALBERT ASSISTANT DIRECTOR, YOUNG ALUMNI ENGAGEMENT

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GETTING STARTED

WHAT MAKES A SUCCESSFUL CAMPAIGN?

The success of your campaign is dependent on the following:

COMPELLING STORY

Whether it is to address an immediate need or to pursue an exciting opportunity, think about how to articulate what your project will accomplish and why it is important. What makes your project unique? Why is it worth supporting? Who will benefit from your project? The more compelling your story, the more support you will generate during your campaign.

COMMITTED PROJECT TEAM

EngagePitt™ campaigns require considerable time and effort from all members of the project team—especially the project leader. Successful teams have clearly defined roles and duties, communicate regularly with other team members, and are committed to putting forth the work required to be successful during all stages of the campaign. All team members must be accessible for communication during the pre-launch phase and the duration of the campaign. Please be mindful about scheduling vacations or time away for the benefit of your project.

LARGE SOCIAL REACH & SOCIAL MEDIA PRESENCE

All members of the team must actively share the project message throughout the duration of the campaign. Each member should compile a list of personal email contacts (family, friends, colleagues, etc.) that they will contact for donations throughout the campaign. Campaigns have much higher success rates when each team member contributes at least 50 unique contacts. Teams should also spend time gathering contact information for alumni of your group or project team, as they typically have a high likelihood of supporting your project.

Social media networks should be utilized to promote your campaign and update donors on your progress. Encourage your contacts to share your social media posts to gain more exposure. Campaigns that have a large social reach and frequent, targeted social media presence are the most successful.

YOU REPRESENT PITT

Throughout your EngagePitt™ campaign, you and your team are representing the University of Pittsburgh. All interactions with donors and social media posts should use proper grammar, spelling and punctuation.
THINGS TO CONSIDER

SETTING YOUR CAMPAIGN GOAL AMOUNT AND DURATION

Your campaign goal should not be set by your need or want, but by evaluating a realistic amount based on the size and social reach of your network.

You should work to identify two goals: a conservative, “attainable” goal that will be published, and a “stretch” goal that will only be publicized if your campaign reaches its initial goal quickly. Most crowdfunding goals fall between $1,000 and $10,000.

KEEP IN MIND...

Statistics show that alumni and donors are less likely to give again to the project cause if the initial campaign is not close to 100% funded.

Studies have shown that higher education crowdfunding campaigns raise $4-5 per email sent personally by your project champions.

Your campaign will be live for a minimum of 30 days and a maximum of 8 weeks. Undergraduate student groups running their first campaign required to stay at 30 days, but all other project teams are able to choose their own timeline. When picking a date range, take into account the various schedules of your team members and make sure that everyone can commit to being fully active and engaged during your campaign.

RECRUITING PEOPLE TO YOUR PROJECT TEAM

You are responsible for running your campaign—and you can’t do it alone. When you are recruiting people to join your project team, consider the skills that will be needed and who will help broaden your social reach. Be sure that each member understands their role and what is expected of them.

FINANCIAL DETAILS

All gifts to EngagePitt™ campaigns are processed by the Office of Institutional Advancement (IA). If you are a student group, the funds will be deposited with the Student Organization Resource Center (SORC), who is then responsible for distributing the funds to your group. If you are not a student group, IA will deposit the funds directly into your group/department’s gift account.

Project funds must benefit the University and EngagePitt™ cannot be used to raise money that will be turned over to an outside organization. Project teams will receive 100% of the donations given to their campaign page, and all donors will receive a tax receipt for the amount of their donation.
PROJECT TEAM

PROJECT LEADER(S)
EFFORT LEVEL: HIGH

PROJECT CHAMPIONS
EFFORT LEVEL: FULLY ENGAGED

PROJECT AMPLIFIERS
EFFORT LEVEL: MODERATE
**PROJECT LEADER(S)**

- 1-2 people
- Main campaign contact person(s)
- Actively engaged throughout the campaign
- Responsible for planning and promotion of the project for the duration of the campaign, including stewardship

**PROJECT CHAMPIONS**

- Three to five people
- Champions are usually those who benefit from the money being raised or are directly connected to the organization
- Must be able to dedicate 45 minutes per day during the quiet and active phases of the campaign

**PROJECT AMPLIFIERS**

- Eight to ten people
- Amplifiers are close to your project but not direct beneficiaries
- Often have access to large social networks and connections with Pitt media and communications
- Must be able to dedicate 15-30 minutes per day during the quiet and active phases of the campaign
CAMPAIGN TIMELINE

PRE-LAUNCH PHASE

1. Recruit your team (pp. 3)
2. Define your project, goal amount & duration (pp. 3-5)
3. Submit your application (pp. 7)
4. Watch the Training Webinar (pp. 7)
5. Read the Training Guide (in your hands!)
6. Create your campaign site components and communications plan (pp. 7-11)

ACTIVE PHASE

1. Launch your campaign and begin fundraising (pp. 11)
2. Post on Social Media, send e-mails, and push your project out to potential donors (pp. 11-12)
3. Post creative and timely updates to your campaign page (pp. 11-12)

STEWARDSHIP PHASE

1. Post a final update thanking your donors for their support (pp. 12-13)
2. Write a handwritten thank you note to each donor who supported your campaign (pp. 13)
CAMPAIGN OVERVIEW

PRE-LAUNCH PHASE  2-6 WEEKS PRIOR TO LAUNCH

SUBMIT YOUR APPLICATION

Fill out the EngagePitt™ Application. Provide as many details as possible, and remember that Institutional Advancement staff will use the information you submit to determine if your potential campaign is a good fit for crowdfunding. Be prepared to clarify your answers and/or provide additional information if requested by IA staff.

WATCH THE TRAINING WEBINAR

Once Institutional Advancement has approved your submitted application, you will need to watch the EngagePitt™ Training Webinar. This webinar will walk you through the different components that combine to create a crowdfunding site, including the description, video, giving levels, project owner biographies and project updates.

SUBMIT YOUR CAMPAIGN SITE COMPONENTS

After watching the webinar, you should have a better idea of how the EngagePitt™ campaign page works, and what components need to be produced by your team in order to launch your project. Now it is time for your team to brainstorm a project strategy, and get to work creating your campaign page. Ultimately, you will need to submit the following components through the EngagePitt™ Campaign Plan form:

DESCRIPTION

Your campaign description is the story that you tell about your group and your project. Be sure to include details about your team, who is benefiting from your campaign, details about the project, what impact the campaign will have on the Pitt community, visuals to break up text and personalize your campaign, and what you hope to accomplish as a result of donor support (be specific about the impact of gifts). Be creative, have fun, and showcase your personality!

VIDEO

Keep your video short and interesting. It should be 1-2 minutes long, and be sure that it does not exceed 3 minutes. Explain your project using clear, concise, and compelling language. Capture the personality of your group and its members while giving an “elevator pitch” for your campaign. Video production does not have to be high end; using an iPhone, smart phone or tablet is sufficient for capturing your video.
**GIVING LEVELS**

Giving Levels are used to help donors better understand the impact of their gift. Levels of giving show what can be accomplished if a donor elects to contribute a certain amount. Examine your budget breakdown, and do your best to match budget items to 5-7 different gift amounts (e.g. $25 covers the conference registration fee for one student, $100 covers one student’s food expense for the length of the conference, etc.). Many projects use the following levels: $25, $50, $100, $250, $500, $1,000. Do not worry if your budget items do not exactly match your advertised levels, as giving levels are meant to serve as an example of what could be accomplished with donor money, not an exact listing of what will be bought with the various amounts. Be creative with naming your giving levels, and show your personality!

**PROJECT OWNER BIOGRAPHIES**

Every campaign page has space for up to four project owner biographies. This is a place for you to provide some further details about the team behind this project. Project teams will need to submit a photo, name, e-mail address, title, fun fact, and short professional bio for every project owner that will be featured on the site. We recommend that every team aim to complete 4 full biographies.

**TILE PHOTO**

The tile photo is the picture that will represent your group on the front page of the EngagePitt™ site. The photo is fairly small (300 pixels wide x 170 pixels high), so be sure to choose a photo that is still readable at that size. Many groups choose to use their logo, a group photo, or an action shot.

**CREATE YOUR COMMUNICATIONS PLAN**

Once you have created your campaign page components, you’ll need to focus on creating your communications plan. This plan, which should lay out a schedule of communications that your group plans to send out throughout your campaign, is vital for the success of your project. You can find a worksheet that will help you identify potential donors on page 14 of this guide, a blank communications plan example on page 15, and several example solicitations sent by past EngagePitt™ project teams (e-mail and social media) on pages 16-22. Ultimately, you will need to submit your plan, as well as at least one draft solicitation e-mail, through the EngagePitt™ Campaign Plan form along with your campaign site components. Your communications plan should answer these questions:

**WHO?**

Before you can ask anyone for donations, you need to determine WHO you will ask. Most campaign teams see donations from three main groups: Alumni, the Pitt Community, and Friends/Family. Now is the time to begin to create lists of these potential donors along with their contact information.
While you are compiling these lists, be sure to identify a core group of people who are most closely connected to your group and its project. These donors will be the first group that you contact about your campaign, often 24-48 hours before your campaign launch. A second group of people to target are those who are already part of your mailing list, fans of your social media pages, friends and family, and/or past members of your group (alumni).

While Project Leaders and Champions are working to compile an alumni list, every member of your team should also be individually gathering e-mail addresses for their personal friends/family contact lists. Campaigns have much higher success rates when each team member contributes at least 50 unique contacts.

Generally, your donors will fall into one of four layers, with the closest layer containing your most affiliated potential donors who are the most likely to give, and the furthest layer containing your least affiliated potential donors who may not be likely to give. Your team should adjust your percentage of effort for each of these groups based on their potential to give.
HOW?

Once your team has identified your potential donors, you will need to focus on HOW you can get in touch with them. The crowdfunding rule of thumb is “Get Personal”. Donors are more likely to give if they feel that you are asking them for a gift directly, rather than speaking to them as one of many. While talking to someone in person, phone calls, and texts are very effective, most teams allocate this level of effort to the donors that you’ve identified as your most committed (e.g. layer one in the graphic above). For the vast majority of your donors, you will get in touch with them through e-mail and social media.

E-mail: E-mails are a great way to balance personalization with time management. Your group can easily create several different e-mail templates and send the same information out to many potential donors while just changing the salutation for each message. This combination of ease and individualization makes e-mail one of the most effective fundraising tools for crowdfunding campaigns. In fact, when you submit your communications plan as part of the EngagePitt™ Campaign Plan form, you will need to include a draft solicitation e-mail for at least one of three different constituent groups: Friends/Family, Alumni, and General Audience. Check out examples from past EngagePitt™ project teams on pages 16-20. When sending e-mails, be sure to send each donor their own e-mail with their name in the salutation (e.g. Dear *Name*) and avoid mass e-mails.

Social Media: While social media posts are not as personal as E-mails, they allow you to broadcast your message to a much wider audience. Posts should be frequent, but they should also be interesting and engaging. The tone of social media can be more casual, but please remember to represent yourself, your group, and your project in the best possible light. Avoid negative posts, and always be sure to proofread and have fun with your posts. Check out examples from past EngagePitt™ project teams on pages 21-22. A key aspect of your social media strategy should be to require all your group members to share your group’s posts and/or create their own posts on their personal social media accounts. Every share means that your campaign is seen by exponentially more people and this translates into more gifts!

WHEN?

There is a simple answer to the question of when you should talk to your potential donors: Often. One of the biggest and most common mistakes made by campaign leaders is failing to follow up with a donor after your initial contact (e-mail, phone call, text, etc.).

Regularly, it takes 3-4 “touches” for a donor to give to a campaign. These “touches” could be an initial e-mail on your launch day, a social media post they saw in week two, a follow up call in week three, and a final e-mail in the last 48 hours emphasizing the urgency of giving. Donors don’t fail to give after the first “touch” because they don’t like your project, they fail to give because you did not catch them at the perfect time. They were busy, they didn’t have their wallet on hand, they didn’t read your whole e-mail, they thought “the campaign sounds really cool, but it has 25 days left and I’ll check back in and give later”. Failing to follow up with potential donors will hurt your campaign immensely.
You should strive to talk to all the potential donors that you have identified (alumni, friends/family, etc.) at a rate of approximately once per week. Be sure that you aren’t sending the exact same messages out week after week, but are instead crafting new messages with different talking points and including real-time updates on the progress of your campaign (e.g. We just hit 75% funded, can we count on you to help push us to 100%?).

**ACTIVE PHASE**

**30-56 DAY CAMPAIGN DURATION**

**PRE-LAUNCH EMAIL**

24-48 HOURS BEFORE LAUNCH

Contact your “first-layer” or most committed donors 1-2 days before the launch of your campaign to secure donation commitments. This gives you the ability to gauge the success of your pitch and begin to build momentum for your project.

**CAMPAIGN LAUNCH**

FIRST 24 HOURS OF CAMPAIGN

Send e-mails on the morning of your launch date to the contacts you have gathered (both the most committed donors contacted earlier, as well as everyone else on the other contact lists you have compiled). If you can, follow up with phone calls to your close contacts. *The members of your project team should make their gifts at this time.* During the evening of Day 1 or the morning of Day 2, your team should publish social media posts about your campaign and your Project Amplifiers should share these posts with their networks.

**MID-CAMPAIGN**

THROUGHOUT YOUR CAMPAIGN

Continue to implement your communications plan, including sending e-mails, posting on social media, and calling/texting/otherwise contacting potential donors. Remember to update your donors and your team on your progress, and celebrate milestones!

Submit short blog posts as project updates (including pictures and/or videos) through this link. These will be posted to your page by IA staff, and are automatically e-mailed to your donors. These posts should give donors more information about your team (e.g. short interviews with team members, further details that you couldn’t fit into the project description, etc.), keep them in the loop with your project’s success, and urge them to continue to share your campaign with their networks. We recommend that you submit a project update once per week of your campaign.
When donors give to your campaign, they are given the option to submit their Twitter handle or Facebook username for stewardship purposes. Check in with your IA contact for this information, and utilize social media to thank donors and encourage them to share your campaign with others.

Hold meetings with your team to discuss your campaign and to make sure everyone is completing their respective tasks

**FINAL WEEK**

Many projects see a large percentage of their gifts come in during the last week of their campaign. The keys to tapping into this potential are **volume** (talk to everyone), **urgency** (communicate your deadline), **personalization** (make potential donors feel like you are specifically speaking to them), and **affiliation** (remind potential donors why your cause is important and re-emphasize what ties them to your campaign).

Send e-mails to everyone on your list with a compelling, but brief, case for giving to the project. Remember to continually emphasize the urgency of these last few days. Utilize social media to institute a countdown, announcing “1 Week Left!” and then counting down each day with regular updates.

Re-examine your original donor lists, and come up with a list of people that you reasonably expected to give who have not yet made a gift (e.g. past donors, involved alumni, close family/friends). Reach out personally to these potential donors through a short phone call and urge them to give. Create a sense of urgency—the end is near!

**CAMPAIGN CONCLUSION**

**THANK YOU, THANK YOU, THANK YOU**

Thanking your donors is one of the most important parts of your campaign. Make sure to submit a final update through the Project Update Submission Form to be posted on your site and automatically e-mailed to all your donors thanking them for their support at the conclusion of the active phase of your campaign. This update should highlight the impact the money you raised will have and any tangible items it will buy that benefit your project and its mission.
STEWARDSHIP

When your fundraising efforts for your campaign conclude, your work isn’t done yet. Stewardship is arguably the most important phase of your campaign.

Stewardship includes thanking donors for their support and communicating to them the impact of their gift. As a representative of Pitt, it is imperative that you provide meaningful and informative stewardship to your donors.

THANK YOU NOTES

Every project team is required to send handwritten thank you notes to their donors. IA staff will provide you with the notes and a list of donors and their addresses. Your team should write personal, heartfelt thank you messages on the notes and return the completed acknowledgments to the IA office. IA will mail these notes for your team.

ADDITIONAL POST-CAMPAIGN UPDATES

Your post-campaign timeline varies depending on your project and when the money you raised will be spent. Three to six months following the conclusion of your campaign, submit an update on your project—and be sure to include information that shows the immediate impact of the donations you received. You want to emphasize how the donations you received helped you to achieve your project goals.

For some projects, it may be appropriate to send additional updates for up to a year after the conclusion of your campaign. In these updates, you will help the donors see how their money made a difference. These are great times to use testimonies of those you helped through your project or will help in the future. If your campaign funded research, provide donors with an update on your results. Remember to focus on impact.
COMMUNICATIONS RESOURCES

COMMUNICATIONS PLAN WORKSHEET

What is your public goal? ________________________________

How will you use the money raised?

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<th>ITEM</th>
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What is your “reach” goal? How will you communicate your reach goal once you have surpassed your initial goal?
________________________________________________________________________________________________________________________________________

Who will be benefiting from your project, directly and indirectly? ________________________
________________________________________________________________________________________________________________________________________

What will your pitch be? __________________________________________
________________________________________________________________________________________________________________________________________

Are there any other organizations that do similar work at Pitt and in the greater Pittsburgh community?
________________________________________________________________________________________________________________________________________

What social media accounts does your group have and how many followers do you have for each account?
________________________________________________________________________________________________________________________________________

Which group members would be willing to share your message on their personal social media accounts? How many followers do they have? __________________________________________
________________________________________________________________________________________________________________________________________

Do you belong to any email listservs, professional groups, LinkedIn groups, and message boards that align with your project? Are there any blogs, independent newspapers/magazines/newsletters, podcasts, or video blogs that discuss topics related to your project? ____________________________
________________________________________________________________________________________________________________________________________
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<th>Date</th>
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<th>Purpose</th>
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<th>Audience</th>
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<tbody>
<tr>
<td>8/22</td>
<td>John Doe, Club President</td>
<td>E-mail</td>
<td>Ask most committed donors to commit to donate</td>
<td>Short e-mail, personalized per person</td>
<td>“First-Layer” most committed donors</td>
</tr>
<tr>
<td>8/24</td>
<td>Jane Smith, Fundraising Chair</td>
<td>E-mail, Social Media</td>
<td>Announce Campaign Launch!</td>
<td>Different e-mails for alumni, friends/family, and other donors, Facebook &amp; Twitter posts w/video clip from campaign</td>
<td>E-mail: Alumni list, friends/family lists, other potential donors Social: followers of club accounts, followers of club members (all share on personal pages)</td>
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This is just a guide. Please feel free to personalize the note to reflect your style.

Dear ________,

I hope you are doing well. As you know, (insert statement about your current status – example: I currently am a graduate student and researcher at the University of Pittsburgh. My focus is on assistive technology – specifically wheelchairs.) I also am happy to be helping the university launch an international organization – the International Society of Wheelchair Professionals (ISWP). ISWP is devoted to improving wheelchair services worldwide for millions of people who lack a wheelchair or the appropriate chair to lead a fulfilling life. We would appreciate your help.

ISWP is raising funds to provide wheelchairs and wheelchair training services for people with disabilities in developing countries or where crises or disasters have occurred. With proper training, individuals in these countries can help wheelchair users select the right chair and learn to use and maintain it. Providing these programs not only enables wheelchair users lead active lives but also provides wheelchair technicians and clinicians with valuable skills to be an asset to their communities.

You can make a gift and learn more about the society by visiting: https://engage.pitt.edu/iswp.

Any amount helps ISWP move one step closer to its goal of providing appropriate wheelchairs to those in need and training programs for wheelchair technicians and clinicians.

Thank you for supporting us!

With appreciation,

Your Name

P.S. Whether you are able to give or not, we hope you’ll help us spread the word about our campaign to family, friends and colleagues through Facebook, Twitter, e-mail and other social media. Thanks!
Hi Everyone!

As you may be aware, the Center for Urban Education here at Pitt is operating a unique and innovative tutoring and mentoring program called Ready to Learn, and we need your help!

Ready to Learn (RTL) extensively trains Pitt student mentors, and then matches them with high school students in the Pittsburgh Public Schools. Pitt RTL mentors not only provide academic support to their high school mentees, they also help them with social skill development and accompany them on a variety of social and cultural trips (seminars, service projects, museum trips, etc.) throughout the Pittsburgh area.

As a former School of Education student, you know how impactful one-on-one teaching and mentoring can be for students.

We’re asking for your help to make this amazing program sustainable, and have launched a campaign through Pitt’s new EngagePitt™ crowdfunding site (https://engage.pitt.edu/readytolearn) to make our goal a reality.

With just 15 days to go, we’re more than a third of the way to our goal, but we need your support!

You can make a gift, watch our video, and learn more about how you can support RTL mentors and mentees by visiting our site: https://engage.pitt.edu/readytolearn.

Thanks!

Matt and the CUE Team

PS- Whether you are able to give or not, we hope that you’ll help us by spreading the word about our campaign to family, friends, and colleagues through Facebook, Twitter, e-mail and other social media.
Hi Folks!

We’re into the home stretch with the funding campaign for Ready to Learn, and we need your help now more than ever!

We talked a little last week about how much of an impact one-on-one teaching and mentoring can be for students, but this time we thought we’d let the Ready to Learn mentees do the talking.

A ninth grade mentee described her motivation to be a part of the program: “I want to be here because it is something positive and it’ll better my future.”

While another commented on the uniquely holistic nature of Ready to Learn: “This program is very interesting, and it’s simply different from any other tutoring program I’ve heard of.”

We’re asking you to join us in making this amazing program sustainable with a gift through Pitt’s new EngagePitt™ crowdfunding site (https://engage.pitt.edu/readytolearn). In the last week alone we’ve raised an incredible $1,380 from 18 donors who believe in Ready to Learn, and we want you to be a part of our success.

As of today, we only have eight days left to hit our goal. We’re currently sitting at 45% funded, and are aiming to make it to 75% in the next four days. If only 35 people gave $100 each, we would hit our 75% goal!

Watch our video, learn more about the program, and join our team today with a gift by visiting https://engage.pitt.edu/readytolearn.

With heartfelt thanks,

Matt and the CUE Team

PS- Whether you are able to give or not, we hope that you’ll help us by spreading the word about our campaign to family, friends, and colleagues through Facebook, Twitter, e-mail and other social media.
Dear Friends of the Office of Veterans Services,

With just **5 Days** left in our campaign, we’ve hit the last few weeks of our fundraiser. We’ve made it to **87%** of our goal but we need your support to hit 100% of our goal!

We’re asking you to help our student veterans by supporting the Office of Veterans Services Wounded Warrior and Veterans Education Assistance Fund. Our immediate goal is to raise $8,000, our long-term goal is to raise $100,000 to build an endowment that provides annual income to support military students, including wounded veterans and their dependents at the University of Pittsburgh. This support is awarded each term in the form of scholarships. These scholarships assist recipients while in school to help them pay for books, supplies, transportation, as well as offset some of their tuition expense that is not covered by the GI Bill.

“By awarding me the Wounded Warrior and Veterans Educational Assistance Fund you have lightened my financial burden which allows me to focus more on the most important aspect of school, learning. Your generosity has inspired me in continuing my efforts to help others give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.” **Shanelle Thompson Staff Sergeant, United States Air Force.**

We’ve raised an incredible $7,023 from 46 donors who stand with the Office of Veterans Services to support the Wounded Warrior and Veterans Educational Assistance Fund and students like Shanelle Thompson. We invite you to help us reach our goal of $8,000 for future students at the University of Pittsburgh. With your contribution, we will make our goal. Your gift truly makes a difference!

Join the 46 other supporters of the campaign with a gift to the fund by visiting our website today [https://engage.pitt.edu/ovs](https://engage.pitt.edu/ovs).

With many thanks,
The Office of Veterans Services Staff
University of Pittsburgh

Even if you are unable to give, there are other ways you can help our campaign. Please spread the word to family, friends, and colleagues through Facebook, Twitter, email and other social media about the Wounded Warrior and Veterans Education Assistance Fund.
Dear Family, Friends, and Alumni,

The University of Pittsburgh Rowing Club has recently reached the end of an unforgettable year. Throughout the fall and spring season, we have worked very hard to earn our success. Between erging millions of meters and rowing in all sorts of weather on the Allegheny River, we came home with medals and the ability to say that we had boats making it to finals at the Dad Vail Regatta as well as the American Collegiate Rowing Association National Championships. We take great pride in the progress we have made in forming such a competitive environment.

Our accomplishments would not be possible without the support we receive from our family, friends, and alumni. **We’ve come a long way, but we need your help to move even further!**

This past year has not been the best for our truck, which transports the trailer with our boats to each regatta. Unfortunately, it has broken down a few times, once leaving our trailer stranded on the side of the road headed to HOSR. We have no other means of transporting our fleet. Needless to say, a truck is essential. **Please consider making a gift to support Pitt Crew.** Each rower’s love for the sport and team cannot be matched. Thus, our team would be tremendously appreciative of any donation received to help us purchase a new truck.

To learn more about Pitt Crew or to make a gift to our EngagePitt™ campaign, please visit [https://engage.pitt.edu/pittcrew](https://engage.pitt.edu/pittcrew). Gifts can be made to Pitt Crew by clicking “Give Now” or by using the provided pledge form. Thank you in advance for your consideration. With your support, we are certain that our $5,000 goal will be reached. We are looking forward to yet another successful season in just a few short months!

Hail to Pitt!

Pitt Crew
TWITTER POST EXAMPLES

Pitt Club Tennis @PittClubTennis - Mar 10
Follow the link below to check out a cool video of our team! Help us get to nationals in Orlando by contributing!
engage.pitt.edu/project/5868

UPG HFH @UPGHFH - Feb 9
We need your support! In less than a month, we’re heading to Georgia. Consider supporting our @engage_pitt campaign

Pitt-Greensburg Habitat for Humanity Spring Break ...
Help University of Pittsburgh raise $3,000 for the project: Pitt-Greensburg Habitat for Humanity Spring Break Trip. Your gift will make a difference!
engage.pitt.edu

i3 Program @i3program - Jan 23
Thanks to our donors for their support! Over $5K raised in our first-ever fundraiser. bit.ly/2j7DWkM @iSchool_Pitt @engage_pitt
FACEBOOK POST EXAMPLES

**Pitt Men's Lacrosse**
March 22

Hello everyone! We are excited to announce that the Pitt Men's Lacrosse EngagePitt fundraiser is now live! We have some exciting and ambitious plans for the future of this program, but we can't accomplish them without your help. Please check out our page and take a look at what we're up to. Anything helps! [https://engage.pitt.edu/project/5569](https://engage.pitt.edu/project/5569)

**Pitt Men's Lacrosse**

Help University of Pittsburgh raise $4,000 for the project: Pitt Men's Lacrosse. Your gift will make a difference!
ENGAGE.PITTEDU

12 shares

**Pitt Global Health Student Association**
February 1

With 8 days left in our campaign, we need less than $800 to reach $3,000! $800 in 8 days! Can you help us in the final push to our goal of getting Lima, Peru for our first International Service Trip?

Global Health Student Association  
International Service Trip

Global Health Student Association  
International Service Trip

1 share