



University of California Riverside

Story Content Guide

Story Details

A story is

the narrative or description of the funding needs you have along with the impact a supporter can make by contributing. The content you enter here will be displayed on the public end of UCR's main crowdfunding platform as a preview before visitors to the site click on it to learn more.

- **Story Name:** Choose a title that clearly defines the name or mission of your project.
- **Banner Image:** Upload a picture that highlights your fundraising needs, the team behind your cause, or the ways in which you will achieve your goals. (870x475px minimum, 1920x1200px or larger recommended)
- **URL String:** A friendly URL string will generate based on your story title. You can edit this if needed. The final version will be attached to the main platform url.
- **Summary:** Use this space for a quick overview of the impact of support. Keep it 1-2 sentences because this is just a preview of the full story.
Example: Help us reach our goal of sending 10 students to the annual Leadership Conference!

Details Fundraising Page Payments Publishing PUBLISHED

Story Details Save Changes

About Impact Tags & Categories Owner

Story Name

Rise Against Hunger

81 characters remaining

Rise Against Hunger

Use this space for a quick overview of the impact of support, example: Help us reach our goal of sending 10 students to the annual Leadership Conference!

Update

Minimum of 870x475px or larger recommended

URL String

rise-against-hunger

The URL string for the Story.

Summary

Above is where you enter your story details on the backend of the platform.

R'Stories

Help Train the Next Generation of CRIMINAL JUSTICE POLICY LEADERS & CHANGE MAKERS

Senator Robert Presley Scholarship Fund

Help train the next generation of criminal justice policy leaders and change makers by investing in students who are eager to make a mark on the criminal justice system. Your gift contributes to a permanent source of stable support for UCR students who are justice-impacted or are passionate about our justice system.

\$105 Raised of \$10,000 Goal

Give Now

NSBE PROFESSIONALS National Society of Black Engineers

CREATING PATHWAYS FOR NEXT-GEN BLACK ENGINEERS

Build Support for Black Engineers at UCR!

The National Society of Black Engineers (NSBE) Endowed Fund at Bourns College of Engineering will provide annual resources for student professional development, such as guiding students on how to secure internships and engineering jobs; inviting speakers from industry to campus for student enrichment; and funding conference experiences when students are competing or presenting research. Established in collaboration with CABE, it is unique and the first endowed fund of its kind at UCR!

\$34,295 Raised of \$25,000 Goal

Donate Now

Kawai Tam Endowment Fund Campaign

\$6,925 Raised of \$25,000 Goal

Donate Now

Above is an example of how your story details will appear on the main crowdfunding homepage.

Impact Summary & Goals

- **Impact Summary:** Tell your supporters what they are making possible by contributing to the mission of your project. *(Note: this*

statement will appear on the thank you confirmation page after a gift is made)

- **Goals:** If you have a fundraising or participation goal, you can account for it here. This can serve as an internal reference for your team if you choose not to show it publicly.

- **Total Donors vs. Total Gifts:** Choose whether or not your project goals will be based on the number of donors or the total amount of gifts. If you're unsure, you can ask your system administrator to see what metrics are preferred.

Story Details

Save Changes

- About
- Impact**
- Tags & Categories
- Owner

Impact

Impact Summary

Tell a supporter what they are making possible by supporting your story. Example: "You are improving the lives of third world families by helping to build bridges!"

ⓘ Your impact summary will appear as part of the thank you messaging for your supporters.

Goals

Total Fundraising Goal

\$ 0

Total Participation Goal

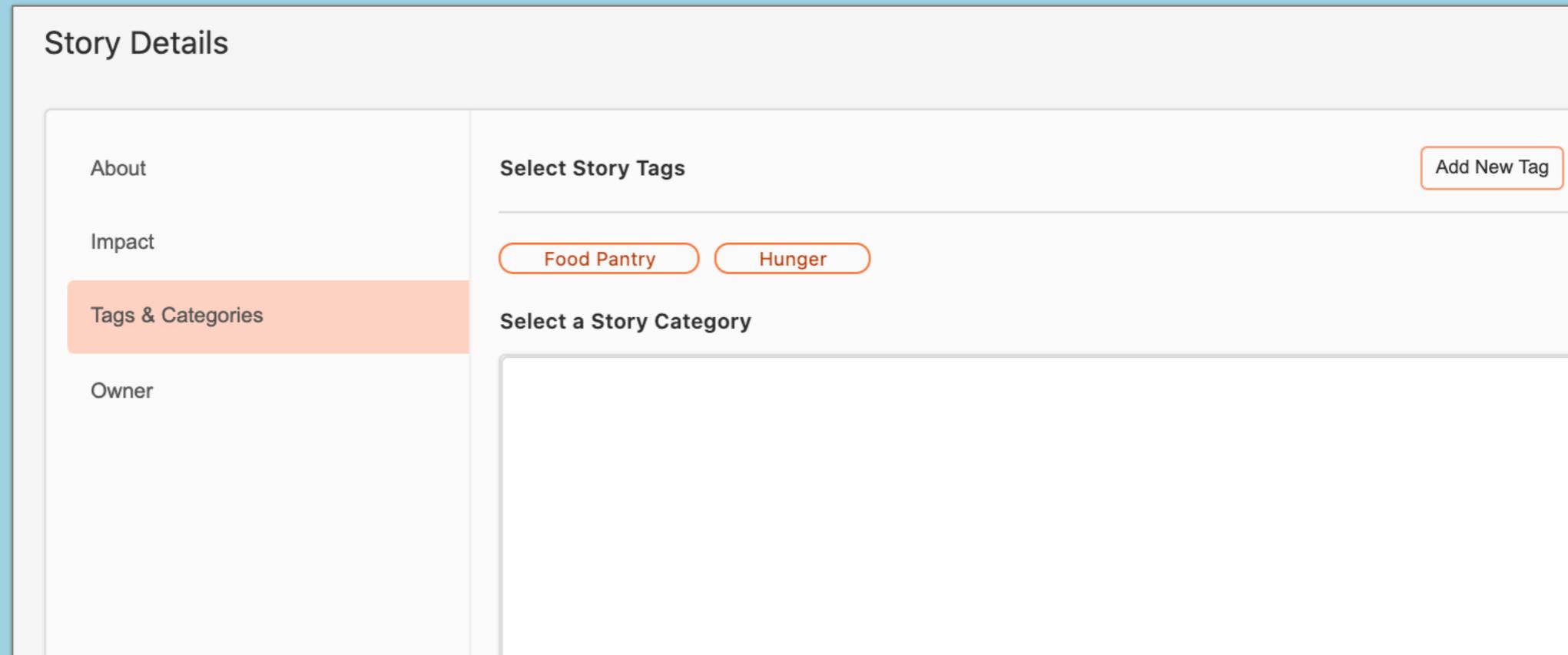
0

Count Participation By

Total Donors Total Gifts

Tags & Categories

- **Tags:** Tags are invisible keywords or terms associated with stories that make it easier for your audience to search for different types of stories.
- **Categories:** Categories are specific search taxonomies that are used to help your visitors find the content they are interested in. If the main administrator has categories available, you will have the option to choose relatable categories here. If a list of categories is not showing, you can skip this step or contact your organization to learn more.



The screenshot displays a 'Story Details' form with a sidebar on the left and a main content area on the right. The sidebar contains a vertical list of menu items: 'About', 'Impact', 'Tags & Categories' (which is highlighted with an orange background), and 'Owner'. The main content area is titled 'Select Story Tags' and features an 'Add New Tag' button in the top right corner. Below the title, there are two selected tags: 'Food Pantry' and 'Hunger', each enclosed in an orange pill-shaped button. Underneath the tags, there is a section titled 'Select a Story Category' followed by a large, empty rectangular box for category selection.

Fundraising Page

This area allows you to create how your fundraising page appears to your audience.

- **Page Title:** Choose a title that clearly defines the name or mission of your project. You can keep the story name you submitted originally or modify it here to add more detail.
- **Banner Image:** The banner image uploaded on the story details page will carry over to the fundraising page once it is saved. You can change this at any point.
- **Video:** Add a YouTube link to attach a video that highlights your cause or makes the ask to your donors. Videos aren't required, but if you choose to add one, there will be a "Play" button overlay on top of your banner image. If clicked, the video will play in the banner image frame. Best practice is to keep it between 60-90 seconds and have a clear call to action.
- **Body Content:** This is where you will describe the impact supporters can make by helping you achieve your fundraising goals (300-500 words).

Include: why funding matters, how the funds will make an impact, goals behind the needs, and more information about how your community can get and stay involved.

- **Statistics:** Choose how you will show your progress and goals. You can choose to display both the Amount

Raised and Number of Donors as needed. Example:

- **Overall goal** - \$25,000
- **Amount Raised** – \$10,000 of \$25,000
- **Total Donors** - 150

Additional Content Zones

A content zone is additional content you can display for your audience. Choose to use, add, remove, or rearrange as you'd like! If you have questions about using these different zones, contact your main administrator.



Community:

Choose to display a community list, the segments of donors, or a map that shows where your supporters came from.



Challenges, Matches & Rewards:

Engage your supporters by adding incentives to your story.



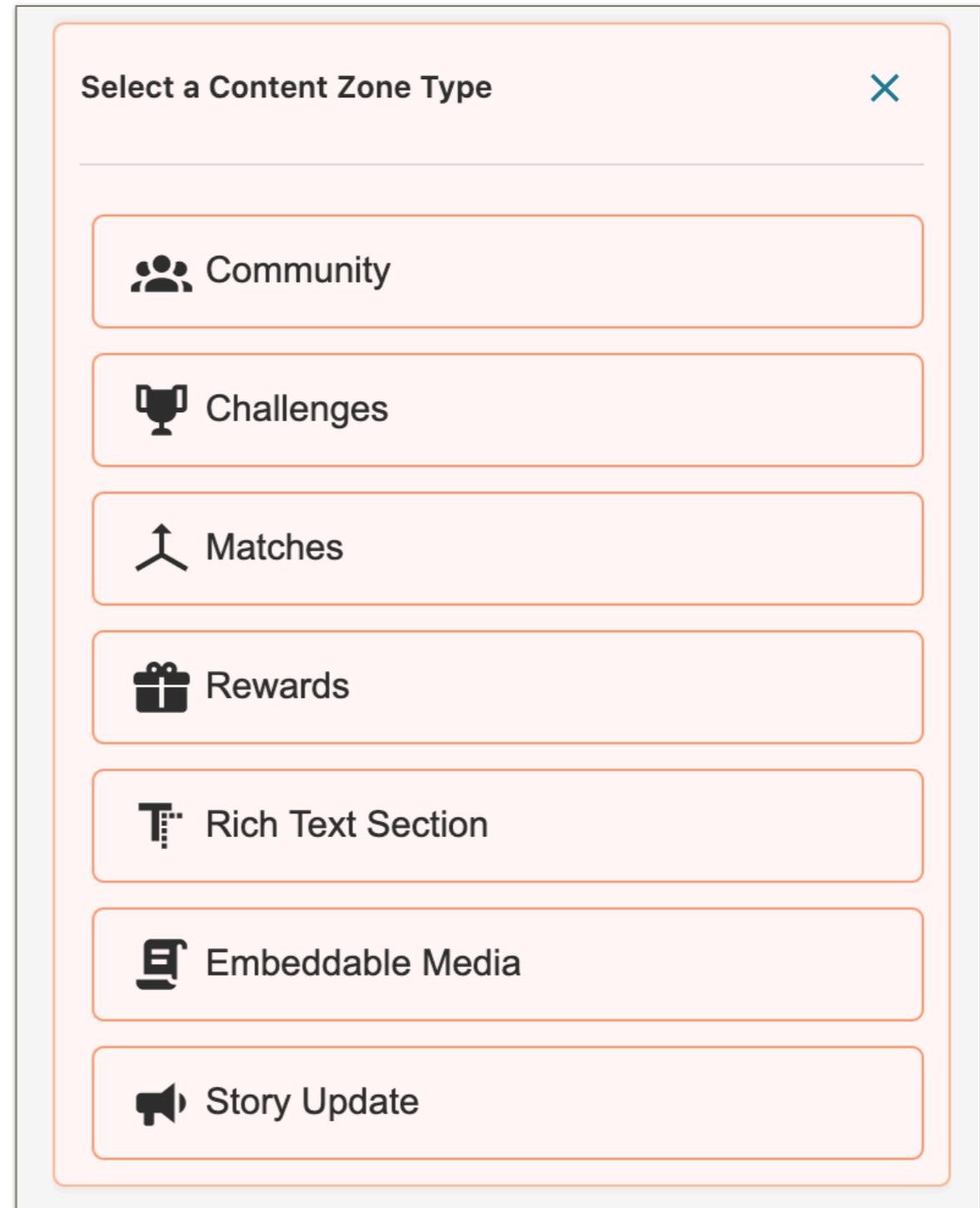
Rich Text Section & Embeddable Media:

Use either of these zones to get creative and explain more about your project. For the embeddable media zone you can add photo galleries, videos, sign up forms, etc! (Pretty much anything with an embed code)



Story Update:

Keep your community informed about the support received and the impact made. Examples: Achieving 50% of your goal, adding a match to your story, or calling out top supporters.



Payments

- **Funds:** If you have access to see the Payments tab on your story, then you have the permission to choose a fund where the proceeds from your project will go. A list of funds should appear as an option when you choose to add a fund on the right. Select the fund or funds that relate most to this cause. If you are unsure, contact your main administrator.

Details Fundraising Page **Payments** Publishing PUBLISHED

Story Payments Save Changes

Funds Select Funds

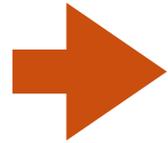
Additional Fields

Associated Funds

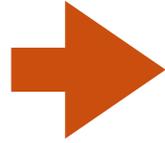
Search by Name or ID

Fund Status	Name	ID	Code	Association	Created
...	ACTIVE	Humanities	4766	H123	4 stories 04/14/2020 11:18:34 AM

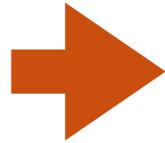
Publishing & Next Steps



To publish your project, click the **“Submit to Review”** button and your main administrator will review it before it goes live.



Prepare your **outreach** in advance so you’re ready to start promoting once the project is published.



Build your list of those you will promote to! It’s more personal to segment your messaging based on your audience.



Don’t forget to **thank your supporters** and prepare to keep this community updated on the impact of the funds raised.

