Peer-to-peer Fundraising

Case Study: University of Minnesota

The University of Minnesota Foundation (UMF) coordinates and executes fundraising activities on behalf of all University of Minnesota campuses, colleges, and programs. UMF needed a robust, scalable crowdfunding platform to accommodate the diverse range of causes and interests of the more than 66,000 students on seven campuses, plus the associated faculty, staff, and alumni.
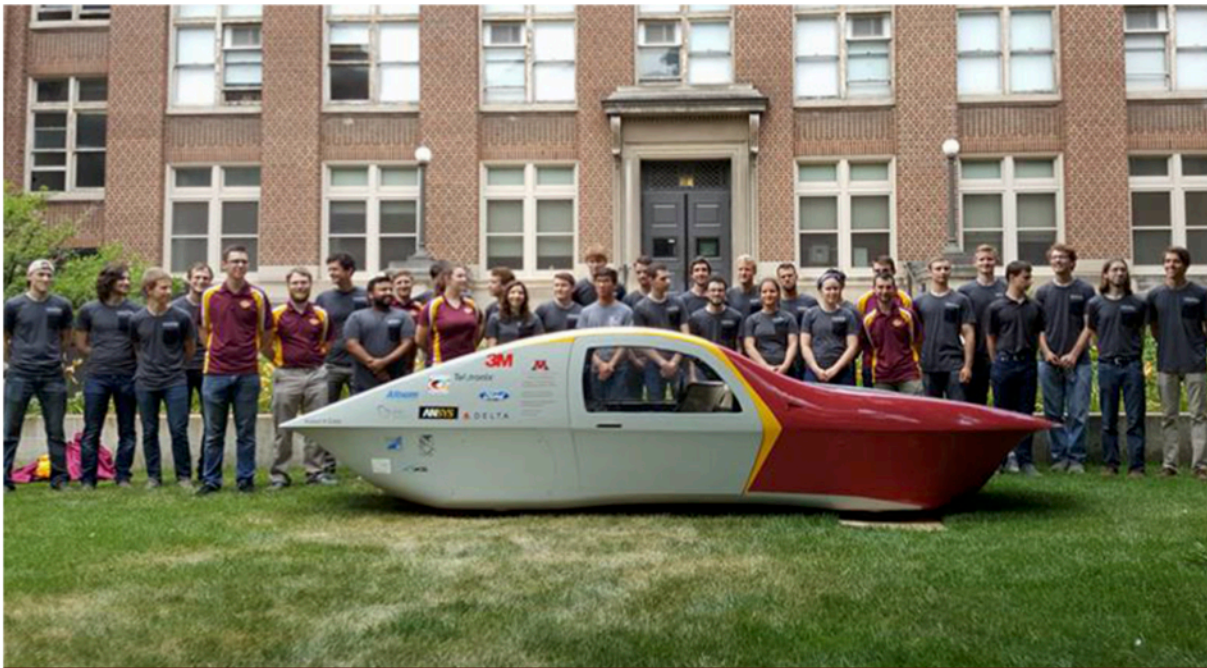
Case Study: https://skvare.com/umnf
Web Site: https://crowdfund.umn.edu

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Search crowdfunding pages

Search

URaiseMN
Crowdfunding for the University of Minnesota

Home   How it works   FAQ   Create a page   Login

Solar Vehicle Project

The U's Solar Vehicle Project is traveling to Australia to compete in the 2017 World Solar Challenge. The 3,000 kilometer race will test the solar-electric vehicle prototype the team spent two years creating against the best Solar Car teams in the world.

Help get the team to Australia to represent the U of M in this adventure of a lifetime by making a gift today.

View page

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Goals: User Experience

Easy to find existing campaigns and causes

Easy to donate

Easy to create crowdfunding page

Enhanced content functionality

Easy to administer and add new content and different content on pages

CiviCRM: Personal Campaign Pages

Organized by Contribution Pages which can be organized by Campaigns

User: create/edit pages, title, description, image, goal amount

Administrator: page listing approval

Social sharing: Tell a Friend

Honor roll, progress toward goal thermometer

Email notifications

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Home > Fundraising Campaigns > Give to the Max Day > Bell Museum Educational Programs

Bell Museum Educational Programs

HELP SPARK CURIOSITY

GIVE TO INSPIRE GENERATIONS OF
SCIENTISTS, NATURALISTS, & INNOVATORS

GIVE
TO THE
MAX DAY

**Give to build new perspectives on science, art, and nature.
Inspire generations of learners to the Max!**

The Bell Museum educational programs and exhibits build
critical science literacy skills, inspire wonder about our universe,
and empower generations to create a better future for our
evolving world. Support our mission to ignite curiosity and
wonder in learners of all ages by making a gift in support of our
programs!

Maximize your gift! We'll double your donation.

We're putting the impact of giving on display! All donations to the Bell Museum educational programs will be
matched dollar-for-dollar up to $5,000 from November 12 - December 15, 2015.

By taking advantage of this match, you will double your donation, and double the impact of your support to the Bell
Museum. For example, *your contribution of $100* will be matched with an additional $100, making $200 available to
support our educational programs.

Your gift makes a big impact!

Goal $ 5,000.00

77%
towards our
goal
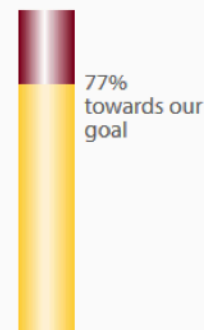
$ 3,850.00 raised

Give Now   **Join This Team!**

DONOR LIST

Thank you Bell
Museum for
all the you
teach us!

Anonymous
$ 25.00

Anonymous
$ 100.00

[Stop]

CiviCRM: Personal Campaign Pages

Out-of-box CiviCRM PCP provided a good base to build on

- CiviCRM Entity
  https://www.drupal.org/project/civicrm_entity

- Views CiviCRM Expose Tables
  https://www.drupal.org/sandbox/markusa/2474103

- Webform CiviCRM
  https://www.drupal.org/project/webform_civicrm

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Requested Additional Features

- Search PCPs

- Join/create Teams or Personal Pages

- Public Search all text within PCPs

- User Dashboard

- Team PCP Support

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Requested Additional Features

- Add offline contributions to total

- Per PCP fund organization

- Anonymous-er Donations

  - Page owner notification emails

- Daily Contribution feed to UMF accounting system

- Start and End Dates

Create Account

- Webform CiviCRM

- Terms of use acceptance

- Creates contact, user

- Group, membership

- Assigns user role

- Auto-login and redirect s

Create Account

Name and Email

Name Prefix	- None - ▼
First Name*	
Last Name*	
Name Suffix	- None - ▼
Email*	

Mailing Address

Address required for tax receipting and to verify user identity.

Street Address*

Street Address Line 2

City*

State/Province*   - Select -   ▼

Postal Code*

Postal Code Suffix

+4 digits of Zip Code

▸ **Terms and Conditions**

Do you accept the U of M Foundation terms and conditions?* ○ I accept the U of M Foundation terms and conditions.

[Create Account]

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Custom Fields

PCP Add / Edit Page

Fund Information

Fund Token	cancer-research
Additional Token (For Annual Giving)	2016-cr

Expiration Date

Page End Date	05/26/2016 ✕

Video Embed

Make sure your url's are https and you aren't using embedded links. Example: https://www.youtube.com/watch?v=irxOLfl7d9g

Embed Video	https://www.youtube.com/watch?v=FNDLGBXiC1s

Vanity URL

Relative path to the domain. Do not prefix with a /

Relative Path	marks-page

Additional Contributions

Additional Contributions Total	10.33

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Team PCPs

TCP = Team Campaign Page

Base extension for the Team PCP capability:
https://github.com/mlutfy/ca.bidon.pcpteams

Modified to have 3 page types
1. Personal
2. Team
3. Member

On the TCP, sums all contributions from all member pages, and lists each total for each member page

Added API support

Team PCPs

Screenshots

Page Type ○ Personal ○ Member ● Team
Choose "Personal" to setup an independent personal page.
below. If you are creating a fundraising team page, select th

Fundraising page title*****
TEST -Team Page

Page Type ○ Personal ● Member ○ Team
Choose "Personal" to setup an independent personal
below. If you are creating a fundraising team page, sel

Team
Apples for Cures ▼

Cause*****
stop cancer

List the U of M cause that you want to fundraise for he

Infrastructure

CiviCRM: PCP Custom Fields, PCP API, PCP Block API, Team PCP API

Views Integration for Contribution Pages / Campaigns

Views Integration for Team PCP

Improved Views integration for PCP

- Additional Views Fields -- Total Team contributions

- Views Image field handler that used Drupal Image Styles

- Custom Fields

Campaign Listing

- Browse campaigns
- Drupal Views shows campaign details
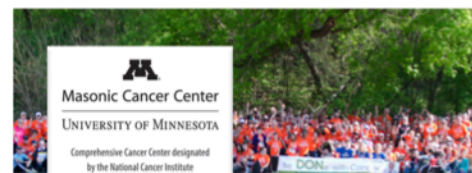
PCP Listings

For donating, and team and personal page creation

Find a cause to donate to

Make it easy to join or start a team

Views CiviCRM Expose Tables

Drupal Image Styles

Breadcrumb navigation

Campaigns -> Teams -> Team -> Members

Home > Fundraising Campaigns > Marrow on the Move

Marrow on the Move

Marrow On The Move is on Saturday July 29, 2017 at Lake Nokomis in Minneapolis, and proceeds support the University of Minnesota BMT Fund for the Future. **Register for the Tot Trot/Walk/Run** or **Learn more** .

View pages   **Add a team or personal campaign page**

Campaign Teams:

BMT buddies	Burton's Battlers for BMT	Condon's Crew	Dickel 6 4 Starfish
BMT Fund For the Future	**BMT Fund for the Future**	**BMT Fund for the Future**	**BMT Fund for the Future**
We are fundraising to find a cure for blood diseases and cancers so	In May of 2017, a Burton family member was diagnosed with	Mark received excellent care at the U of M BMT Clinic and we are so	My family of six has seen cancer affect people's lives in so many

Campaign Teams:

Adoption Medicine Clinic

Adoption Medicine Clinic

Celebrate the 30th anniversary of the Adoption Medicine Clinic at University of Minnesota Masonic Ch...

Read more

View page

Bell Museum + Planetarium: Build a

Bell Museum and Planetarium Building Fund

Build a habitat for a mammoth at the Bell Museum + Planetarium! Help bring a woolly mammoth to Minn...

Read more

View page

Bioethics Graduate Student Fund in Honor of

Center for Bioethics Student Professional Development

WHY WE'RE RAISING FUNDS Dr. Steven Miles, the Maas Family Foundation Chair and Professor of Medicin...

Read more

View page

Cmdr. David R. Wheat HEROS Fund

UMD Commander David R. Wheat HEROS Fund

Dear Friends and Family, As you may be aware, Dede and I established the Cmdr. David R. Wheat Higher...

Read more

View page

Duluth Rugby Football Club

UMD Men's Rugby Fund 9113

Please help the 3 Time National Champion Duluth Rugby team reach their goal.... Another National Cha...

Read more

View page

Give to the Max for Bee Veterans

Bee Squad General Support Fund

Bee Veterans- Past, Present and Future Bee Veterans was founded in honor of Veteran and beekeeper M...

Read more

View page

Give to the Max for Humphrey School

Humphrey Alumni Scholarship

A CHALLENGE HAS BEEN ISSUED! The Humphrey School Alumni Society Board has collectively pledged $5,00...

Read more

View page

Give to the Max for the College of Liberal Arts

The Fund for CLA

Support unpaid internship scholarships and have your gift matched to fund 8 awards this school year!...

Read more

View page

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Public Fulltext Search

CiviCRM Entity + Drupal Search API

Drupal Views Listing

Drupal Image Styles

URaiseMN
Crowdfunding for the University of Minnesota

Home   How it works   FAQ   Create a page   Login

Home > Fundraising Page Search Results

Fundraising Page Search Results

BreakingBLAD 2017

I am a bladder cancer survivor. Over a half million of us in the U.S. alone live with this disease. Bladder cancer is the 7th most common cancer in the U.S. and the 3rd most common cancer in men,...

Jenny Rand

Bladder cancer is the 7th most common cancer in the U.S. and the 3rd most common cancer in men, yet there is not enough knowledge of the early warning signs and not nearly enough funding for research...
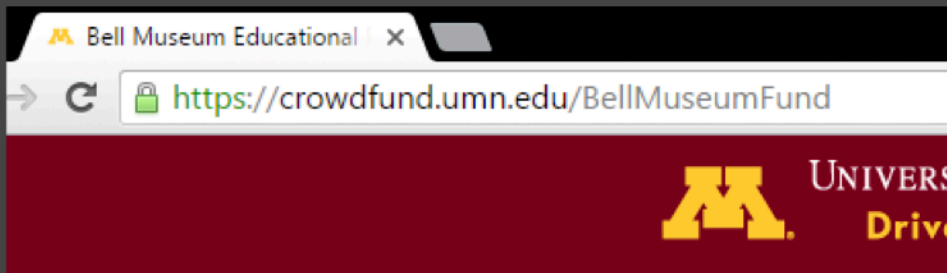
Team Sharon

This will be Team Sharon's third year of climbing and we want to raise more money than ever! We are raising money in remembrance of the amazing Sharon Stageberg. She was the best wife, mother,...

Team Boxers or Briefs 2017

Join us on Saturday, May 6th as we walk to raise funds for bladder cancer research and awareness.

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Vanity URLs

Custom Module

Make use of Drupal Path module

Individual chooses path alias for improved SEO and sharing

Field on the PCP add/edit form

Share PCP to Facebook and Twitter

With OpenGraph Metadata for Image, title, description

Team Leader: Laura Vitko

Bell Museum Educational Programs

No members

Help spread the word

Please help us and let your friends, colleagues and followers know about our page:

Tweet   **f Share** 5 **f Like** 5 people like this. Sign Up to see what your friends like.

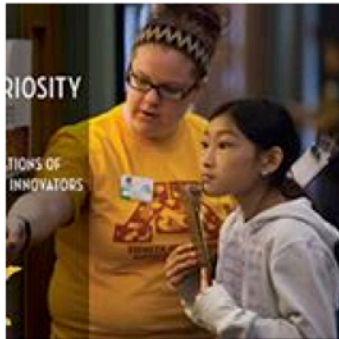Custom template

Drupal theme preprocess for metatags

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YouTube videos

Custom Field
Accepts YouTube url
Responsive Display on Page
Works with any video URL that
can be embedded with iframe

Breadcrumbs

Easy Navigation

XML Feed

Central Accounting System

Custom Module

Generates a secure path protected by shifting token validation

XML Format, able to query by date

UMF IT requests daily contributions to merge into university-wide accounting system

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Anonymous Donations

Stock: Anonymous in Honor Roll

Custom: Anonymous in page owner notification emails

User Dashboard

My Fundraising Pages

Create a crowdfunding webpage

Title	Is Active	Approval Status	Total Contributions	Actions
Mark Hanna	Yes	Approved	$111.00	View page Edit page
TEST - Post upgrade Personal Page	Yes	Approved	$60.00	View page Edit page
TEST - Post Upgrade Team Page	Yes	Approved	$256.00	View page Edit page

Total contributions for teams includes that of all member pages

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The Results

Testimonial

The peer-to-peer fundraising pages "played a key role in helping to grow the University's giving day by more than 50 percent in 2015, when the U community raised $515,000 in a single day for University causes"

Digital Content Manager, Robyn White

The Results

Happy donor community invests money into their causes

The University of Minnesota Foundation and their donors benefit from this model that has predictable costs and avoids the high fees of commercial peer-to-peer fundraising services.

Website generated donations covered development costs within two months.

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Conclusion

Drupal & CiviCRM Integration

Drupal / CiviCRM based platform

Additional client sites launched

Ongoing development

Resources

Online Book: https://book.civicrm.org/user/current/contributions/personal-campaign-pages/

Team PCP Extension: https://github.com/mlutfy/ca.bidon.pcpteams

CiviCRM Entity: https://www.drupal.org/project/civicrm_entity

Views Expose CiviCRM Tables: https://www.drupal.org/sandbox/markusa/2474103

Search API: https://www.drupal.org/project/search_api

ImageCache External: https://www.drupal.org/project/imagecache_external

Webform CiviCRM: https://www.drupal.org/project/webform_civicrm