



UMMC Catalyst Project Planning Guide

Introduction

UMMC Catalyst is managed by the Office of Development and can be used to fundraise for a wide variety of projects initiated by faculty, staff, and students of the medical center. This project planning guide provides the framework for a successful peer-to-peer fundraising campaign. For additional information or questions, please email ummccatalyst@umc.edu.

Guidelines

- **Allow ample planning time.** Submit your Catalyst application well in advance of your proposed launch date. Catalyst project proposals are reviewed on a quarterly basis. The success of your project depends on the development and implementation of an effective plan.
- **Tell a compelling story.** Organize your project around a purpose that is meaningful to an identifiable audience. What problem will you solve if donors fund your project? What need will your project fulfill? Consider how you will tell your story across various channels (e.g. shareable posts/tweets, photos and videos, as well as a brief email) and create content accordingly.
- **Connect with your community.** Identify people and groups that care about your project's purpose. Who will commit to helping your fundraiser be successful? Find people who will help you tell your project's story through words and images. Identify supporters who will share the project with their personal network.
- **Set meaningful and realistic goals.** A typical Catalyst project will raise \$5,000 - \$10,000. Larger goals require additional planning, resources, and creativity.
- UMMC's Office of Development reviews project applications, content, and communications plans. Development also manages the Catalyst platform and consults regarding best practices. Development does not create project plans or content on behalf of project submitters.