

BSMHF Website – New Fundraising Project Request Form

Identity:

- **Project title:** Name of your fundraising project
- **Intro:** The 5 Ws: Who, What, When, Where, Why?
 - The most important information laid out as simply as possible
- **Development:** Any expanded context, history, timeline, links to resources

Specifications:

- **Timeframe:** When is the deadline to raise funds by? If there isn't one, mark N/A
- **Goal:** What is the monetary goal of this project? If there isn't one, mark N/A
- **Assets:** Are funds being committed to create collateral such as print materials or digital marketing assets?
- **Fund:** Will donors give to an existing fund or a new fund? If existing, please supply the name and the Raiser's Edge ID number.
- **Support:** Include who people can contact if they have questions or need help

Optional modules:

- **Quote** – Along with quote, please include attribution: full name, title, location
- **Photo(s)** – Attach high-res photos with at least broad-level captions of who is in them and what they are doing
- **Video** – Please send URL and/or raw file to be uploaded to the Foundation YouTube channel
- **Resources** – We can include campaign collateral such as brochures, fact sheets, FAQs, etc. Please send them as high-res PDFs
- **Sponsors** – Include high-res logo files for any sponsors and a list of the sponsors separated by tier, if applicable

*Disclaimer: All written copy is subject to revision by website editors