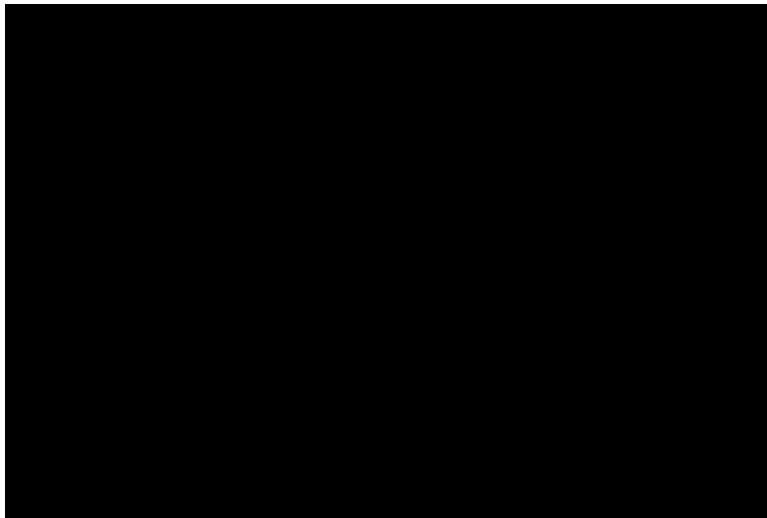




2021 Best in Annual Giving Challenge Submission

Submission in Misc/Other Category: *Video Launch of Cougar Crowdfunding*
https://youtu.be/_lWyU9dAk9M



In the Fall of 2021, California State University San Marcos finalized a crowdfunding platform to help make fundraising for special projects easier. In an effort to clearly communicate what crowdfunding is and how it works, the Digital Giving Specialist wrote the script, recorded and starred in the launch video. The video is easily sharable, short in length and provides clear direction on what the program is. We anticipate that Cougar Crowdfunding will have a positive impact in our ongoing efforts to implement innovative approaches to fundraising and to build an inclusive culture of philanthropy at CSUSM.