GET READY FOR GREAT GIVE GUIDE 2022

Your guide to a flawless giving page!
What is FSU's Great Give?

FSU's Great Give is a 24-hour giving campaign that provides an opportunity for supporters of Florida State to make gifts toward academic programs, scholarships and student activities.

Learn More:
https://greatgive.fsu.edu/learn-more
What you need to know

FSU's Great Give 11th Annual Campaign

**Date & Time:** Wednesday, March 9, 2022 (Beginning at 12:01 AM & ending at 11:59 PM)

**Duration:** 24 Hours

FSU set a record number during its 10th annual campaign and raised $1,576,910 in 2021. Our goal is to keep up the great work and continue to grow your Club's endowment to award more scholarships to deserving students from your area.
Things to keep in mind

1. Send the Seminole Clubs team updated title, caption, description, or any information that needs to be added.

2. Send the Seminole Clubs team updated images or videos that needs to be added.

3. Set a goal to raise funds.

4. Ensure our team have links to your active social media accounts.

5. Any Gift Counts! Regularly promote on local channels to let all Seminoles know how they can impact FSU and its students.
Updating Information

We will keep last year’s or any previous project that was on the Great Give website and clone it, however we need to make sure that:

- Title, subject, and description are updated: Example found below of how information appears to donors from Seminole Club of Washington DC March 2021 project page.
Make sure we have pictures you want to be displayed!

Images are displayed in a carousel meaning its like a slideshow cycling through images — like a carousel.

You can use up to 4-5 images so let us know if you want to keep same pictures from previous years or if you would like to update any of them.

Additionally, you can also add a short video to your project page so if you have one send it to us.

On the left you will find an example from the Seminole Club of Greater Orlando March 2021 project page.
Make sure you have an updated $ Goal

Let our team know what your Club would like to set as a goal for this year’s Great Give.

Set a realistic goal, but keep in mind not to set the bar too low so potential donors would contribute to help you reach your project's goal.

Example found on the right from Manatee’s March 2021 project page.
Social Media Platforms

Let our team know which social media platform you want to add to your page that includes any of the following:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Flickr

Example found on the right from Boston's Seminole Club March 2021 project page.
In early February, our team will send a suggested social media and marketing plan to you to better prepare and promote your Club's project on various social media platforms.
QR Code to learn more
(FSU's Great Give Projects Page, MARCH 2021):
Risks in FinTech

What to look out for and refine

Poor Security
FinTech companies are always at high risk against cyber attacks.

Poor Literacy
Users need to be educated on finances and technology to make the most out of FinTech tools.

Poor Adaptability
Technologies in FinTech drastically change every year. Institutions that are not quick to adapt will be left behind.
Plan your Incentive:

FSU's Great Give incentives are ways to earn ‘bonus’ money for donors to support your Club's project.

Please note that Incentives have not yet been updated since last year and will be updated next February. Our team will reach out to you to update you on that, but it's good to have that in mind!

To learn more:  https://greatgive.fsu.edu/incentives