MiddSTART
Small Gifts, Big Ideas
Microfinance

Kiva

Empower people around the world with a $25 loan

How it Works
1. Choose a borrower
2. Make a loan
3. Get repaid
4. Repeat!

What's New
Kiva Blog Update
Passport Series: Tanzania, Part 2
Microfinance

Kiva has been awarded Charity Navigator's highest rating

Kickstarter

What is Kickstarter? We're the world's largest funding platform for creative projects. Learn more

A NEW WAY TO Fund & Follow Creativity

PROJECT OF THE DAY
There's nothing cooler than holding a beautifully hand-woven craft in your hand, which is why we're glad Dee Clements is creating a collection of lovely uitterwens textiles that combine traditional elements with innovative styles.

DESIGN
When it comes to 3D glasses, there is a massive divide between style and function. Hoping to bridge their own gap, Kiva and Eye

FEATURES IN

TED Speakers
How I Built This
Pitchfork
NY Times

VIDEO GAMES
The creators of Cheops are back, this time with a team-based, first-person multiplayer airship combat game set in a post-apocalyptic, steampunk world. In Gun of Peace Online, you'll be right in the middle of all the action as you fly around and battle other airships.

COMICS
Cartoonist Aaron Whitaker has been making mini-comics and collaborating on comic books for the past couple of

New Year's Woven
by Dee Clements

Handmade woven blanket

100% Cotton
19" x 31"
95% FUNDING
35% FUNDING
10% FUNDING
Microphilanthropy
Middlebury

A network of microphilanthropy that supports Middlebury students.

About | Apply | Projects | People | Donors | Successes

Midd Venture Community Speaker Series
Total needed: $2,000
Deadline: Mar 31, 2012
$848 and 73 days to go
Details

Team Kohn Scholarship
Total needed: $10,000
Deadline: Jun 30, 2012
$2,290 and 164 days to go
Details

Bring the Solar Decathlon House Home
Total needed: $7,500
Deadline: Feb 28, 2012
$8,495 and 41 days to go
Details

International Student Scholarship
Total needed: $10,000
Deadline: Jun 30, 2012
$7,800 and 164 days to go
Details
Goals

- Fund more students projects; encourage innovation
- Connect donors to students
- Encourage interaction
- Demonstrate impact to AF donors
- Provide more personal stewardship to AF donors
- Promote team and affinity giving
- Increase giving among international alumni, YA alumni, nondonors
- New tools for class agents
The Process

- Took two years from concept to launch
- Determine Key Features
- Engage IT
- Promote with donors and students

Dollars Raised: 77%

46 people gave $7,710
$2,290 and 166 days to go

Fund this project!
The Basics

• Set achievable goals; make sure you succeed.
• Every project has its own fund agreement and online giving form
• Wherever possible, we do the purchasing to avoid tax implications for students
Key Factors

• Institutional support
• Partner office that works with the students
• Partners in technology group, budget office, gift processing
• Be flexible
• Learn from mistakes
Crunchy numbers

The concert hall at the Sydney Opera House holds 2,700 people. This blog was viewed about 52,000 times in 2011. If it were a concert at Sydney Opera House, it would take about 18 sold-out performances for that many people to see it.

In 2011, there were 23 new posts, growing the total archive of this blog to 25 posts.

The busiest day of the year was November 16th with 2,632 views. The most popular post that day was Projects.
By the Numbers

FY11

- $58,955: Dollars raised
- 380: Number of donors:
- 117: Donors who made more than one gift
- $155: average gift size
- $50: median gift size
- $100: average Annual Fund gift to Middlebury

FY12

- $26,183: Dollars raised
- 214: Number of donors
- 34: Donors who made more than one gift
- 50: MiddSTART repeat donors
- $122: average gift size
- $30: median gift size
By the Numbers

FY11
- **233**: Alumni donors
- **102**: YA donors
- **32**: YA non-donors
- **29**: Student donors
- **43**: International alumni
- **17**: International students
- **187**: Donors with no previous giving history

FY12
- **103**: Alumni donors
- **45**: YA donors
- **8**: YA non-donors
- **37**: Student donors
- **15**: International alumni
- **21**: International students
- **109**: Donors with no previous giving history
Engaging Donors

• Donors want control over their dollars
• Scholarships, athletic trips, internships are either budget relieving or priorities or both
• Most of the dollars raised are budget relieving
• Projects generating excitement, new donors
Students apply online; committee reviews applications

Range of ideas, both global and local

Not all projects are successful

Unfunded project dollars go to PCI

Students must promote their own projects
Let Children Be Children

The Gender Violence Recovery Center (GVRC) is a non-profit and charitable trust of the Nairobi Women’s and Children’s Hospital which currently has two branches: Hurtingham and Adams in Nairobi, Kenya. Two more branches, one in Ongata Rongai and the other in Mombasa, are set to open by June. These branches will provide free medical treatment and psychosocial assistance to the survivors of Gender Based Violence.

I will use the funding from MiddSTART to paint, decorate, and buy therapy materials for four children’s counseling rooms in the Gender Violence Recovery Center at Nairobi Women’s and Children’s Hospital.

Follow this project.

Dollars Raised: 131%
80 people gave $2,610

Deadline: June 30, 2011
Total needed: $2,000

Related Links
www.gvrc.or.ke

11. Charity says:
May 12, 2011 at 8:13 pm
Great initiative Ansaally. Wow!
Reply

12. Ansaally says:
May 12, 2011 at 9:19 pm
$ 1026 in 6 days!!!!!!! This is amazing!!! I am so humbled. Thank you so much for all your support...for believing in me. It means more than you can imagine 9/4 to go. We can do this!!
Reply

13. Bebe says:
May 11, 2011 at 10:32 am
Such a step is the true meaning of having a big heart. You go girl. Let kids be kids.
Reply

14. Joyce says:
May 10, 2011 at 6:04 pm
Thanks for letting me know about this. I think this is a great cause and I am happy to tell my friends about it so that they can give too!! Good luck with your efforts girl!
Reply

15. Robin says:
May 7, 2011 at 11:17 am
We support you and the organization all the way to bring back meaning to the lives of children survivors of gender based violence.
Reply

16. Ajugune.mw/70 says:
May 7, 2011 at 6:28 am
That’s my friend doing it big as always...am proud of you
Reply

17. Ansaally says:
May 6, 2011 at 11:03 pm
Thank you so much to all of you who have given already. This is actually just part of the project I intend to do this summer. The other part of the project involves sexual and domestic violence awareness campaigns in schools. So the project is just not “curative” but “preventive” too...
If you are interested in knowing more about GVRC, please use the link below:
http://www.gvrc.or.ke/
Scholarships

- **Team Kohn and International Student Scholarships**
- Alumni-driven effort
- Encouraged additional or larger gifts
- Provides platform for alumni interaction
- Exceeded our expectations
- Engaged target audiences
Retaining Donors

• Students assigned to the scholarships
• Email sent from lead donors to all participants
• Appeals talk about recipients
• Thank you report will go to all donors in February
• Personal notes to lead donors
Marketing MiddSTART

- Soft launch
- Roll out to alumni and students in spring
- Begin push with full-page ad in magazine
- Follow-up with e-appeals, postcard; use social media, promote teamwork
- Promote at reunion, other events
- Market to students, class agents
- Stewardship

What’s the Big Idea?
Find out at go.middlebury.edu/middstart

Middlebury students have big ideas. All they need is a small investment to jump-start them. MiddSTART lets you choose a project, help to fund it, and get updates from the students. To discover other innovative ideas Middlebury students want to share, visit go.middlebury.edu/middstart.
Analytics

Stats for January 18, 2012, 4:49 pm

At a Glance

- 56,535 views all-time
- 131 views today
- 2,632 views on your busiest day, November 16, 2011

Referrers

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<td>mail.live.com</td>
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Top Posts & Pages

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<td>Projects</td>
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<tr>
<td>Build A Library To Secure A Future</td>
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Building MiddSTART

For the source code email: imcbride@middlebury.edu
New Directions

- Athletics fundraising
- Senior class gift
- Internships as reunion class gifts
- Looking at other ways to use the model
- Twitter feed and Facebook group
- University of Delaware example
How could microphilanthropy work for you?
Questions?
Contact Us

go.middlebury.edu/middstart
blogs.middlebury.edu/middgoa.

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