



# THE GIVE HIGHER CAMPAIGN *INSTRUCTIONS*

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## STEP 1: PICK A VIDEO PROMPT

Choose one of our six video prompts for your Give Higher Campaign video submission:

1. **Academic Passion:** Create a video that showcases your academic passion. You can talk about your favorite subject, research project, or academic achievements, and how your passion aligns with our mission.
2. **Community Impact:** Create a video that highlights your commitment to giving back and paying it forward in the future. You can discuss how the grant or scholarship will inspire you to make a positive impact on your community, society, or the world, and how you plan to use your education and career to give back.
3. **Leadership and Advocacy:** Create a video that highlights your leadership abilities and advocacy efforts. You can share your experiences in leadership roles, initiatives you have led, or issues you have advocated for, and how it aligns with our mission.
4. **Diversity and Inclusion:** Create a video that addresses the importance of diversity and inclusion in education or society. You can share your perspectives, experiences, or initiatives related to diversity, equity, and inclusion, and how it aligns with our mission.
5. **Impact of Financial Assistance:** Create a video that discusses the potential impact of the grant or scholarship on your education, career, and future goals.
6. **Paying it Forward:** Create a video that highlights your commitment to giving back and paying it forward in the future. You can discuss how the grant or scholarship will inspire you to make a positive impact on your community, society, or the world, and how you plan to use your education and career to give back.

## STEP 2: RECORD YOUR VIDEO

Your video must meet the below requirements for your application to be accepted:

- o Video Topic: Your video topic is aligned with one of our six video prompts. Please be authentic when telling us your story. Videos where students are reading from a script are not accepted.
- o Video Format: Your video is recorded in landscape orientation.
- o Video Length: Your video is between the time length of 3 minutes minimum and 5 minutes maximum.
- o Video Quality: Your video is recorded in high quality lighting and audio with no added media, including but not limited to, pictures, videos, background music, and captions
- o Student Presentation: You must present yourself in a professional manner, similar to an interview.

## STEP 3: LEAD YOUR CAMPAIGN

If you receive our financial assistance, we will edit your video for publishing and awareness of our mission for The Give Higher Campaign. We ask that you participate in The Give Higher Campaign by leading your own crowdfunding fundraiser with your video. More details are on page 3 of this document. **Your participation is optional and appreciated.** Thank you for paying it forward by helping more Georgia college students receive financial assistance for their cost-of-living expenses.

# PAY IT FORWARD



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## WHAT IS CROWDFUNDING?

“Crowdfunding is a way to raise money for an individual or organization by collecting donations through family, friends, friends of friends, strangers, businesses, and more. By using social media, people can reach more potential donors than traditional forms of fundraising.” - [www.crowdfunding.com](http://www.crowdfunding.com)

## HOW DO I LEAD MY OWN FUNDRAISER?

We will set up your fundraiser on our Givebutter platform, and we will provide you with your campaign link. You will share your campaign link through text, email, and social media to ask your network to join your campaign and to help you meet your fundraising goal. By leading your own fundraiser, you will pay it forward and help us provide financial assistance to more Georgia college students.

## WHAT IS MY CAMPAIGN GOAL AND DEADLINE?

Every student’s campaign goal is \$500, which is our lowest Give Higher Tier. We ask that students reach their campaign goal within 30 days. If a student reaches his or her campaign goal within 30 days, we will send him or her a gift. In July 2025, we will highlight the students who raised the most money and the students who met their goal the quickest. More details will be shared closer to July 2025 for all Pay it Forward participants.

## WHO ALL DO I ASK TO DONATE AND HOW DO I ASK THEM?

We recommend students ask their Professors, Colleagues, Family, Friends, and Social Media Followers to donate to their campaigns. These are the people who believe in the student’s education and career goals the most and who will support their campaign to help other Georgia college students. You should ask them in-person, over text, via email, or on social media.

## HOW MUCH MONEY SHOULD I ASK PEOPLE TO DONATE?

New donors are most comfortable with giving \$25 to non-profit organizations if the solicitor is a trusted person. We recommend setting your goal at getting 20 people to donate \$25. Some donors will give in larger amounts like \$50, \$100, or more making your fundraising goal easier to meet with less people. You will be able to see all of the donations made to your campaign on your Givebutter campaign link.



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