

CASE STUDY

A NEW INITIATIVE FOR UNIVERSITY OF MELBOURNE

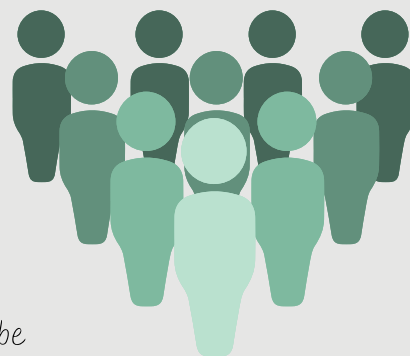


FUNDER

@ MELBOURNE

Catalyst Management was engaged by University of Melbourne to oversee the launch of a campus wide crowdfunding pilot campaign to support research and innovation projects.

The campaign launched in September 2018 featuring 4 projects, to be run over a 30 day campaign period.



Projects were selected via a competitive submission process and run on the imodules platform.

1. Hazard Detection
2. Australian Women's Register
3. SkyHopper Space Telescope Cube
4. Save the Victorian Eastern Barred Bandicoot

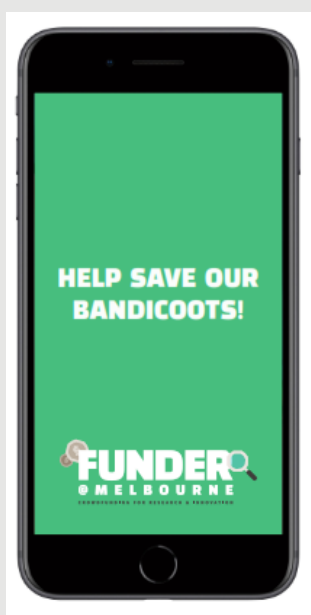
Raised : \$40,787

Target : \$56,000

Average gross yield per project : \$10,197

Average donation per project : \$111.74

Number of Donors : 366



Catalyst Management provided expert advice and guidance on the strategy and execution



EMAILS



SOCIAL MEDIA



CAMPAIGN
VIDEO



MEDIA PRESS
RELEASE



DONOR THANK
YOU'S



REWARDS



CONTACT

Lawrence Jackson
Juliana Payne

ljackson@catalystmanagement.com.au
jpayne@catalystmanagement.com.au