Policy Type: Administrative
Applies to: Students, Faculty, Staff, Alumni

POLICY DATES

Issued: April 2021
Revised:
Edited:
Reviewed:

This policy ensures that fundraising campaigns and projects executed by individuals or groups on behalf of the University receive the necessary approvals and are subject to all University of Mount Union rules, policies, compliance regulations, and state and federal law. The policy is aimed at protecting the use of the University of Mount Union's name, brand, and logo, and ensuring that such fundraising and related crowdfunding projects are consistent with the University's interests and are appropriately designed and presented to the donor community.

Definitions

Term	Definition
Crowdfunding	The practice of funding a specific project or initiative by soliciting donations from many people, typically via the internet.

Policy Details

I. Gifts made to the crowdfunding platform are treated as charitable gifts to the University of Mount Union. They are tax deductible under the University of Mount Union's 501(c)(3) tax exempt status. Funds are processed through the University of Mount Union's Office of University Advancement gift processing, receipting, and recording protocols. Therefore, use of the platform is restricted to projects and teams that adhere to the following guidelines.

    A. Crowdfunding Approval:

        1. The University of Mount Union's Office of University Advancement will have final approval on all proposed projects/campaigns and will determine whether the proposed project/campaign is in the best interest of the University and is consistent with all rules, policies, compliance regulations, and state and federal law.

        2. To ensure compliance with University of Mount Union guidelines, all projects must have an approved philanthropic gift fund set up through the Office of University Advancement.

        3. The Office of University Advancement has the right to decline any proposed project/campaign.

        4. The Office of University Advancement has the right to discontinue an active project/campaign at any time without warning because of a project's failure to comply with these guidelines.

    B. Policy Guidelines:

        1. All monies must be used for the project's stated purpose. Individuals are prohibited from keeping any portion of the funds raised as profit or compensation.

        2. All projects must be non-profit in nature. Funds may not be applied toward projects that will generate profit for individuals.

        3. Funds cannot be redirected to a third-party, external charity, or other non-profit.

        4. All projects must have a specific goal and be driven by tangible outcomes.

        5. Any funds raised for a crowdfunding project outside the crowd fundraising platform must be delivered to the Office of University Advancement for deposit.

        6. Premiums and perks or other quid pro quo's that have a fair-market value or otherwise violate university policies are not permitted to be used to induce gifts.

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7. Project teams are responsible for promoting their own campaign, soliciting their personal network, preparing personal thank you messages to donors, and submitting a post-project report to the Office of University Advancement

8. Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, typically a month-long period, as shorter campaigns tend to drive urgency and perform strongly. If the project is not funded within the allotted timeframe, the funds raised will still be allocated to the project; however, the project may be removed from the crowdfunding platform.

9. All content on the project/campaign page will be approved by the Office of University Advancement, which has the right to edit, or require project content edits, at any point in the campaign.

10. If the project meets the funding goal before the assigned deadline, the project team can opt to raise funds toward a stretch goal. All funds collected past the initial goal will be distributed to the project.

PROCEDURE

Prior to fundraising for any campaign or project on behalf of the University of Mount Union, the following must be completed and submitted to the Office of Advancement:

I. Read and Sign a copy of Crowdfunding Policy Guidelines
II. Submit Crowdfunding Application
    A. The crowdfunding application outlines how any funds raised will be spent, must be submitted to the Office of University Advancement and approved by the Vice President for University Advancement before the project webpage will be activated.

Responsibilities

Position or Office	Responsibilities
Office of the Mount Union Fund	Review completed Crowdfunding Applications, and Policy Guidelines Acknowledgements. Communicate with individual or group any issues. Share approved documents with the Vice President for University Advancement for approval. Activate web page upon approval.
Vice President for University Advancement	Determine approval or disproval of completed applications.

Resources

Crowdfunding Policy Guidelines
Crowdfunding Application

Contacts

Subject	Office	Telephone	E-mail/URL
Crowdfunding Policy	The Mount Union Fund	330-823-8440	formountunion@mountunion.edu

History

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.

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Crowdfunding Policy Guidelines

As the project manager, please initial that you have read and understand all policy guidelines. _____

1. All monies must be used for the project's stated purpose. Individuals are prohibited from keeping any portion of the funds raised as profit or compensation.
2. All projects must be non-profit in nature. Funds may not be applied toward projects that will generate profit for individuals.
3. Funds cannot be redirected to a third-party, external charity, or other non-profit.
4. All projects must have a specific goal and be driven by tangible outcomes.
5. Any funds raised for a crowdfunding project outside the crowd fundraising platform must be delivered to the Office of University Advancement for deposit.
6. Premiums and perks or other quid pro quo's that have a fair-market value or otherwise violate university policies are not permitted to be used to induce gifts.
7. Project teams are responsible for promoting their own campaign, soliciting their personal network, preparing personal thank you messages to donors, and submitting a post-project report to the Office of University Advancement.
8. Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, typically a month-long period, as shorter campaigns tend to drive urgency and perform strongly. If the project is not funded within the allotted timeframe, the funds raised will still be allocated to the project; however, the project may be removed from the crowdfunding platform.
9. All content on the project/campaign page will be approved by the Office of University Advancement, which has the right to edit, or require project content edits, at any point in the campaign.
10. If the project meets the funding goal before the assigned deadline, the project team can opt to raise funds toward a stretch goal. All funds collected past the initial goal will be distributed to the project.
11. A Crowdfunding Contract, which outlines how any funds raised will be spent, must be submitted to the Office of University Advancement and approved by the Vice President for University Advancement before the project webpage will be activated.

Project/Campaign Title: _____

Project Manager: _____

Signature: _____ **Date:** _____

Crowdfunding Application

Project Leader (first and last): *

Contact email for project leader: *

Please indicate your affiliation to the University of Mount Union. *
        Student
        Faculty/Staff
        Alum
        Friend

Name of University of Mount Union organization, department or program associated with the project.

If you are a student, do you have a sponsoring faculty member, adviser, or staff member? If yes, please provide their name and email address.

Please provide the Mount Union fund ID account where donations can be accepted. * (If you don't know and are an undergraduate student, please contact Patty Kuhn at kuhnpm@mountunion.edu. For all other inquiries, please email Bethany Leslie at lesliebe@mountunion.edu.)

Project Name: *

Describe your project. * (Address the who, what, where, when and why of your project.)

How will your project impact Mount Union, the community and/or your educational experience? *

What is the fundraising goal for your project? * (Most crowdfunding projects raise between $1,000-$10,000.)

Breakdown your budget. If you reach your fundraising goal, how exactly will you spend your funds? *

If you don't meet your goal, how can your team still benefit from funds raised? If you exceed your goal, what more can your team accomplish?

What challenges do you anticipate with your crowdfunding campaign? How will you be successful? *

Who will you contact to donate and support your project?

Roughly how many personal email contacts (friends, family, personal connections) do you and your project team have in total?

When will your project take place and/or be completed? *

Is the project funding urgent or time-dependent?
        Urgent
        Time-Dependent
        No

When do you need the funds from your crowdfunding project?

How many people are part of your project team? * (Crowdfunding is a team effort. Team minimum is five members.)

Please list your project team members * (The more active team members you have, the more successful your crowdfunding will be.)

A video is required for crowdfunding. Would you and your team be willing to create a 1-2-minute project video for your crowdfunding page?

Please provide links to team/group social media pages that you plan to use as part of your crowdfunding. *

Is there any additional information you would like to share about your team or your project?