

MSU Denver Campus-Wide Crowdfunding

I. Introduction

- a. The following policy applies to crowdfunding campaigns or projects undertaken by any individual associated with Metropolitan State University of Denver (e.g. staff, faculty, students or administration) using or planning to use a third-party crowdfunding or crowdsourcing vendor, portal or service provider (such as all platforms/services that are not [MSU Denver GiveCampus Crowdfunding](#)).
- b. Crowdfunding is the practice of funding a project by raising small amounts of money from a large number of people via the internet. MSU Denver has partnered with [GiveCampus](#) to provide an in-house, online platform so that campus partners can raise funds for their program, department, and/or organization with the click of a mouse.

II. Policy

- a. Use of crowdfunding to raise funds at MSU Denver as described in this policy and accompanying campus crowdfunding procedures is subject to all MSU Denver rules, policies, compliance regulations and state and federal law.
- b. MSU Denver's name, branding and/or logo may not be used without prior approval by the MSU Denver Marketing and Communications team.
- c. Campaigns or projects that use MSU Denver resources, or affiliate themselves with MSU Denver in any capacity, must receive approval from the appropriate MSU Denver officials as set forth in the accompanying campus crowdfunding procedures.
- d. MSU Denver email lists may not be used without prior approval by the MSU Denver annual giving team as set forth in the accompanying campus crowdfunding procedures.
- e. All crowdfunding projects must be tied to an MSU Denver Foundation fund to deposit all fundraised dollars for the campaign. All information captured in the crowdfunding platform will be transferred into Raiser's Edge and coded in the Foundation account with the crowdfunding appeal code.
- f. All student clubs and organizations will use the CLUB01 Foundation account to deposit any money raised from a crowdfunding campaign. The MSU Denver Foundation will remit payment of funds from crowdfunding campaigns to the student club or organization's University account as needed.

III. Third-Party Fundraising Policy

- a. MSU Denver colleges/schools/departments/student clubs and organizations cannot promote a crowdfunding campaign on third-party, public platforms or solicit their audiences and the MSU Denver community by promoting an active crowdfunding campaign. This does not apply to campaigns on the MSU Denver [GiveCampus](#) crowdfunding platform.
- b. All fundraising efforts for MSU Denver colleges/schools/departments/student clubs and organizations must run through the MSU Denver Foundation. Any fundraising efforts completed on third-party crowdfunding platforms will not be accepted as a donation by the MSU Denver Foundation.
- c. All gifts that are deposited into an MSU Denver Foundation fund will be assessed a 6% fee – with the exception of deposits made by student clubs and organizations. All student clubs and organizations will be assessed a 3% fee for all gifts deposited to the MSU Denver Foundation – regardless of if the donation is for a crowdfunding project.

MSU Denver Crowdfunding Procedures

I. GiveCampus Crowdfunding Platform

- a. MSU Denver has partnered with [GiveCampus](#) to provide an in-house, online platform so that campus partners can raise funds for their program, department, and/or organization with the click of a mouse. While crowdfunding is a tool that will assist with fundraising efforts, there are five requirements that projects must adhere to in order to be considered for promotion on GiveCampus.
 - i. Successful projects must have a **compelling story**;
 - ii. Successful projects require a **substantial, committed volunteer base**;
 - iii. Projects need to have a **student voice**,
 - iv. Project needs to have an **identified target audience**,
 - v. There is a considerable **time commitment** associated with completing a successful project.
- b. Failure to adhere to these requirements may result in a project proposal being declined. Approved projects that do not follow the guidelines may result in an unsuccessful campaign. The MSU Denver annual giving team will train all project managers on crowdfunding best practices prior to launching a campaign.

II. Definitions

- a. **Crowdfunding:** the practice of funding a project by raising small amounts of money from a large number of people via the internet.
- b. **Campaign or Project:** any type of crowdfunding initiated by MSU Denver staff, faculty, students or administration; including, by way of example not limitation, crowdfunding research or scholarship, creative work (e.g. movies, plays, music etc.), student club and organization “social good” projects, entrepreneurial ideas, or travel. This list is not exhaustive, and this definition should be construed broadly to encompass any/all crowdfunding campaigns initiated by MSU Denver staff, faculty, students or administration.
- c. **MSU Denver Resources:** refers to the use of MSU Denver’s branding, name or logo, MSU Denver intellectual property, MSU Denver IT or computing resources (e.g. MSU Denver computers and Internet networks), MSU Denver facilities/equipment, or MSU Denver e-mail lists. This list is not exhaustive, and this definition should be construed broadly to encompass any/all MSU Denver resources used in any crowdfunding campaign/project.
- d. **MSU Denver e-mail lists:** any and all e-mail lists containing contact information of MSU Denver staff, faculty, administration, donors, and alumni.
- e. **Appropriate approving official:** the highest-level official (or designee) in the MSU Denver unit sponsoring or most closely affiliated with the campaign/project. For example, if the project seeks to crowdfund for an athletic team to compete overseas, then the appropriate approving official is the athletics director or designee.
- f. **Third-party crowdfunding:** any crowdfunding vendor, website or service provider (e.g. GoFundMe, Kickstarter or Indiegogo) not owned, licensed, or operated by MSU Denver.

III. Approval for Projects/Campaigns featured on the MSU Denver Crowdfunding Platform

- a. **Determine Campaign/Project Manager:** Campaigns or projects that use the MSU Denver [crowdfunding platform](#) must designate a project manager/campaign leader responsible for seeking the approvals set forth in these procedures and the Campus-Wide Crowdfunding Policy. The project manager is responsible for submitting all required content to the annual giving team when creating a campaign.
- b. **Initial Campaign Approval:** Initial approval for a campaign/project must come from the appropriate approving official in the MSU Denver unit sponsoring or most closely affiliated with the campaign/project. In addition, all campaigns/projects must also be approved by the appropriate administrator(s) or their designee(s) as follows:

| Campaign/Project Type | Appropriate Approving Official | Notes |
|--------------------------------------|--|---|
| Student Clubs and Organizations | Director of Student Organizations | 1. Must provide formal club name and club agency fund number prior to project launch. |
| Athletics Department | Director of Athletics | |
| Study Abroad | Dean of the School/College in which the project is located | <p>1. Fundraising for study abroad trips will benefit the class as a whole. Individual student crowdfunding pages cannot be set up through the MSU Denver crowdfunding platform. Any money raised for a study abroad trip will reduce the cost of the trip for the class as a whole or can be used to add on extra study abroad trip experiences.</p> <p>2. Study abroad groups can open their own Foundation account if the trip is not a one-time study abroad trip. Study abroad classes that have a history of completing the same trip should consider opening a Foundation account (with Dean's approval). One-time trips or trips without approval to open a Foundation account will use the Foundation holding account (ZZZ99) for their funds.</p> |
| Undergraduate and Graduate Students | Dean of the School/College in which the project is located | 1. Fundraising for undergraduate and graduate students will benefit the class/department as a whole. Individual student crowdfunding pages cannot be set up through the MSU Denver crowdfunding platform. Students raising money for senior projects must leave all tangible items with MSU Denver upon project completion. |
| Faculty/Staff Projects (nonacademic) | Assistant Vice President for Strategic Engagement | 1. Nonacademic projects must create a Foundation account or use an existing account to create a crowdfunding project. |

IV. Timing

- a. Although the MSU Denver annual giving team will assist with the approval process, all project managers are encouraged to seek approval as early as possible as it may take a few weeks for approval and creation of a crowdfunding page. All campaigns/projects must be approved in accordance with these procedures and the Crowdfunding Policy before they are launched on MSU Denver's crowdfunding platform.
- b. Crowdfunding projects will be live for a maximum of 30-days unless prior approval is granted for a longer crowdfunding campaign from the annual giving team. Campaigns are meant to be a short, 30-day fundraising opportunity for campaign partners and are not meant to remain open long term.
- c. Individual crowdfunding campaigns can be posted one time per academic year (e.g. A crowdfunding project for a study abroad trip to Italy was launched in fall 2019. The next time the campaign will be eligible for another project page is fall 2020). Day of Giving projects are an exception to this policy.
- d. Project team must submit a marketing plan prior to project launch to outline the team's strategy for outreach. The project team must stay committed to sending out updates, emails, social media posts, etc. throughout the entirety of the campaign.

V. Develop a Project Plan

- a. Campaigns/projects that use the [MSU Denver crowdfunding platform](#) must have a project plan prior to project launch. The project plan must include a campaign/project description, funding level sought, project video, marketing plan, advocate group, timeline, and responsibilities.
- b. Project goals can be set up to \$2,500. Fundraising totals can exceed this amount, but goals cannot go above \$2,500 unless proven history of fundraising with University Advancement.
- c. All project documents and approvals must be submitted before the annual giving team will begin creating the crowdfunding project.

VI. Campaign/Project Donations

- a. All projects must provide clear information to potential donors as to whether the donors will receive a tax receipt for their gift. Determining whether donations are tax deductible must be done in consultation with the MSU Denver Foundation.

VII. Project Perks or Benefits

- a. Project managers are cautioned that providing gifts or benefits in exchange for donations may alter the tax-deductible status of a donation. Managers should consult the MSU Denver Foundation with any questions regarding this issue.

VIII. Receiving/Spending Funds Raised

- a. Once your fundraising deadline ends, any collected funds are sent to the MSU Denver Foundation and put into the designated fund for the crowdfunding project. Funds raised in excess of the goal can be used to support general activities of the program, department, and/or organization. All projects/campaign must state how excess funds will be used by the program, department, and/or organization.
- b. All crowdfunding funds are linked to an appeal code. Each fund and appeal code will be assigned to the particular department/unit that the project is driven from.
- c. An MSU Denver Foundation account is not an account in which you can withdraw money from. You must provide a valid reason and receipt for spending the fundraised dollars.

IX. Guidelines for Spending Funds

- a. Funds received for a crowdfunding project must be spent for the purpose of the project and in line with the donor's intent. Donors have the right to ask how their funds are being used.

- b. All crowdfunding projects (with the exception of student club or organization projects and projects utilizing the Foundation holding account) can work with the person in the department who handles all procurement card transactions. Procurement cards can be used to spend funds raised from crowdfunding projects.
- c. Student clubs and organizations will have their funds remitted to their agency account upon project completion. All other projects utilizing the Foundation holding account will receive a check to be deposited into the groups agency account upon project completion.