FRESNO STATE

CROWDFUNDING GUIDELINES

Before your crowdfunding project is accepted, it is the project lead's responsibility to review and understand the following Fresno State Crowdfunding guidelines. Fresno State reserves the right to revise these guidelines at any time.

Fresno State's Crowdfunding Committee, in its sole discretion, will determine the eligibility of participating projects on the ScaleFunder platform at crowdfunding.fresnostate.edu. The Crowdfunding Committee may discontinue an active project at any time because of a project's failure to comply with these guidelines.

To ensure compliance with Fresno State guidelines, all projects must have an approved philanthropic gift fund set up through the Fresno State Foundation to which donations can be accepted and then distributed to the respective campus unit's account. Groups may use a gift fund associated with a sponsoring unit, such as a department, program or center, with the approval of the Digital Fundraising Specialist in the Office of Alumni Engagement and Annual Giving. If an appropriate sponsoring unit gift fund is not available, the Digital Fundraising Specialist will work with the Fresno State Foundation accounting office to determine whether the project qualifies for its own gift fund. Gift funds and accounts must be approved before the project can begin fundraising.

All monies must be used for the project's stated purpose. Individuals are strictly prohibited from keeping any portion of the funds raised as a profit or compensation. All projects must be non-profit in nature. A Crowdfunding Contract, which outlines how the money will be spent, is a required agreement to be signed by the project lead before the page will be activated.

There is a five percent (5%) gift assessment per transaction on all Fresno State Crowdfunding donations. The fee will be assessed through a transfer of funds after gifts are processed and deposited into the project's foundation account.

Projects must support Fresno State's programs and initiatives. Funds cannot be redirected to a third party, external charity or other non-profit. Fresno State Foundation cannot act as a "pass-through" entity to provide funding to other charities.

When applying for Fresno State Crowdfunding, project leads agree to provide the following:
- Campaign purpose and description
- Video (it is the project leads responsibility to create, film and edit)
- Images for description, social sharing and crowdfunding home page
- Non-monetary perks for donations at multiple increments
- Signed End User Agreement and Confidentiality Agreement (must be signed after the project is approved, and before the project begins fundraising)
- Project updates throughout the campaign
- Ongoing outreach to promote the project after launch
- Personal thank you messages after the campaign concludes to thank donors and let them know of their project progress

All content on project pages will be approved by Fresno State, which has the right to edit, or require project content edits, at any point in the campaign.

Projects should have specific goals and be driven by tangible accomplishments - for example, purchasing new equipment, funding travel fees, or providing student workshop opportunities. Projects without a specific goal are generally less successful and may not qualify for their own project page.

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It is up to the project teams to market their campaign and provide outreach. The larger the crowdfunding project group, the more likely they will succeed. Groups should consist of 3-5 people that will focus on marketing and outreach. However, each case will be evaluated individually, looking at number of team members, number of email addresses and dollar goal. In some cases, projects may be approved with less than three team members.

Project leads are responsible for promoting their campaigns via social media, email, phone calls and on-campus, when appropriate; preparing personal thank-you messages to donors; and submitting regular updates on their project. Groups that are able to achieve 30% of their goal within the first 48 hours of a campaign are more likely to achieve their total goal.

Fresno State may request a list of potential donors prior to the project's approval or launch date. This may be used to determine project eligibility and goal capacity.

Fresno State does not provide any contact data on alumni, parents, friends or students. It is up to the Crowdfunding groups to contact their personal affinities and contact lists. While Fresno State may promote the crowdfunding platform during campaigns, groups should not rely on this for fundraising success. The Digital Fundraising Specialist will work with groups to generate ideas for marketing and outreach.

Fresno State, through the Crowdfunding platform ScaleFunder, will provide official tax receipts issued to the donor.

Most gifts will be raised online through crowdfunding.fresnostate.edu. Some offline funds may be used toward the project's goal. This includes, but is not limited to, cash, checks, and other funds awarded or received during the crowdfunding campaign. Gifts-in-kind, non-monetary contributions such as food, clothing, books, equipment or other items, may count toward project totals and will be evaluated and considered on an individual basis. Crowdfunding projects cannot count gifts from pledges, bequests, gifts already allocated to another fund, matching gifts, or money raised through sales, such as bake-sales, car washes, or other "give-to-get" fundraising. All gifts must be collected prior to the project's deadline.

There is a $10 minimal donation amount through the Crowdfunding platform, ScaleFunder.

All funds raised from outside of the Fresno State Crowdfunding platform must be delivered to Advancement Services for deposit. This is to ensure that the donor receives proper credit and receipts. If this occurs, contact the Digital Fundraising Specialist for instructions.

Monetary premiums and perks are not to be used to incentivize gifts. Such items as t-shirt giveaways or other promotional items are not permissible, as they affect a donor's right to a tax deduction.

Projects will be hosted on the crowdfunding platform for a pre-determined amount of time, typically a 30-day period. Some exceptions may apply. Shorter campaigns tend to drive urgency and perform strongly. If the same group wants to fundraise with consecutive campaigns, this will be evaluated on a case-by-case basis.

If the project is not fully funded within the allotted timeframe; any monies raised will still be allocated to the project. All funds, even without meeting the goal, should be spent to offset the cost of the promoted project or utilized to the group's best ability. Projects should notify their donors and inform them how their donations were spent.

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The Fresno State Foundation is a 501(c) 3 non-profit educational institution with a mission to actively promote philanthropy and manage donated resources for the advancement of Fresno State. All projects must comply with the institution's mission. Projects cannot violate any laws. Fresno State reserves the right to decline any project based on content or discontinue an active campaign at any time due to changes in the group's eligibility status.

For questions regarding these guidelines, please contact Amanda Hall, Digital Fundraising Specialist at ahall@mail.fresnostate.edu or 559.278.0400.

Project Title:

Printed Name of Team Leader:

_____
Signature of Team Leader

Date:

I acknowledge that I have read and understand the policies and procedures of Fresno State Crowdfunding.

_____ (Initials)