

Checklist for use of SCSU Foundation Crowdfunding Platform

Project Leader: _____

Date of Request: _____

Department: _____

Is your project: Academic (circle one)
Student Life
Athletics
Other

Campus Email: _____

Campus Phone #: _____

It is strongly recommended that you begin the planning process for a crowdfunding project **6-8 weeks** in advance, in order to not only obtain the proper approvals, but also to ensure you have sufficient time to generate the promotional materials you will need and develop a marketing strategy.

Please answer all questions with as much detail as possible. This will increase your likelihood for approval, as well as assist in preparing you for the work ahead. **Project leaders are responsible for the marketing of their campaign!**

1. Please specify the nature of this fundraising effort. Projects using this tool should be for a specific goal. (i.e, raising money for travel expenses for a club, organization or team for a special event, new/replacement equipment, etc.) Give a **detailed** description. Project expenditures must comply with SCSU Foundation, Inc. rules for use of funds.

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2. How much do you plan to raise? (target goals are recommended at \$1000-\$5000)

3. Why is this funding needed now? (It is important to be able to describe the urgency of need to prospective donors)
4. What is the planned time-frame for this campaign? (30 days is generally recommended. Shorter or longer requested terms should provide a detailed explanation for a change is desirable for a particular project)

5. Do you have “stretch” goals for this campaign? (A stretch goal is something you would plan to accomplish with additional moneys raised beyond the primary goal) Please describe, if applicable.

6. Can you explain what will happen if you do not reach the primary fundraising goal? (Are there incremental goals that can be executed? What will happen to the money if you do not reach goal?)

7. Who is your target audience for this campaign? Have you developed contact information for this audience?

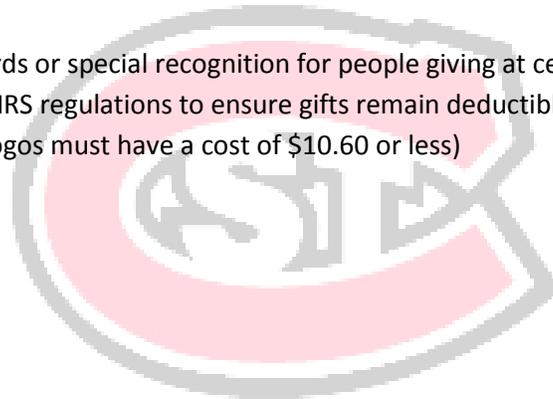
8. Do you have additional “campaign leaders” identified who will be assisting in marketing and raising funds for this campaign? How many? Are they SCSU faculty/staff, students, or members of the local or alumni community?

9. Please describe your marketing/promotional strategy to communicate this project and achieve your goal. (who are you reaching out to? How do you intend to keep them updated on the project progress? What is your strategy for recruiting more people to help promote the effort?)

10. Do you have any established financial support for this project? (i.e., pledged supporters, corporate sponsorships, matching funds, etc.)

11. Can you describe the impact of different contribution levels for this effort? (What does a contribution of \$50 mean? What does \$250 mean? What does \$10 mean?)

12. Do you have rewards or special recognition for people giving at certain levels? (Note: rewards must comply with IRS regulations to ensure gifts remain deductible, so token articles like mugs, scarves, etc with logos must have a cost of \$10.60 or less)



13. Have you created/will you create a video to showcase this project for the website? (generally, videos should be 1-5 minutes in length) What will you show?

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14. Do you have pictures and images to highlight your project and its users? Do you have permission to use these pictures in a public forum?

15. Are you or your group prepared to demonstrate your commitment to the project by making a personal gift of support? (other donors will look to see if you are committed to the project)

16. Projects **must** be approved by a supervisory authority to ensure that all projects are in line with school/college and University goals and mission. For an academic project, there should be notice to a department as well as a dean's approval. Student Life & Development projects must be approved by the VP for Student Life & Development, with director notification. Athletics projects must be approved by the Director of Athletics. Any other project must be approved by an appropriate equivalent supervisory authority

- Department Chair/Director acknowledgment.

COMMENTS: _____

- Dean/VP/Supervisor Approval.

Signature: _____

Title: _____ Date: _____

Phone: _____

COMMENTS: _____

17. Except in special circumstances, projects should work within currently established funds at the Foundation.

- a. What Fund will this project be assigned to? (A list of current SCSU Foundation Funds may be found here: <http://www.stcloudstate.edu/foundation/fundlist.aspx>)

- b. Is the Authorized Signer of the Fund aware and supportive of this effort? Approval

Signature **Required:**

Signature: _____ Date: _____

Title: _____

Projects will be reviewed by the Director of Annual Giving at the SCSU Foundation for final approval. A training session must be scheduled on use of the platform **at least 2 weeks** before project kickoff.