giveG●LD

ESU Crowdfunding Application

Submit to: Sauder Alumni Center Front Desk or akessler@emporia.edu
Direct questions to: Abbey Kessler | (620) 341-6468 | akessler@emporia.edu

Group Information

Group/Organization Name:

_____

_____

Student Leader Name: _____

                              Last   *First*   *M.I.*

Faculty Advisor Name: _____

                              Last   *First*   *M.I.*

Advisor Email Address: _____

Phone: _____

ESU Affiliation: Student Faculty Staff Alumni Other
(circle one)

How did you hear
about the giveGOLD
initiative? _____

Is your group a registered student
organization?

                 YES   NO
                 ☐   ☐   If yes, are you in good standing?

YES   NO
☐   ☐

If no, please explain:

_____
_____
_____
_____
_____
_____

Tell us about your group

(purpose, size, etc.)

_____
_____
_____

_____

_____

Project Information

Project Name: _____

What is your project? Please provide detailed information about the project's purpose.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Who/what will your project benefit? Reminder: all GiveGold funds must be used to benefit ESU the ESU community at large (i.e. not a single individual)

_____
_____

What is your funding goal? _____

If the goal is not met, (1) how will you make up the difference in funding need, and/or (2) how will the funds be spent?

_____
_____
_____

What is the project timeline? How soon are the funds needed?

_____

Does your group currently have a fund open at the ESU Foundation in which to deposit gifts for this project?

YES ☐   NO ☐

The extent of your network and willingness to reach out to them are critical factors in running a successful crowdfunding campaign. The following questions will help you get an idea of your network and your ability to reach a range of potential donors.

Group Website:

Group Facebook Page:

Group Twitter Handle:

Has your group ever fundraised before? If yes, what did you do and did you achieve your goal?_

Does your group keep a record of past members?

    YES   NO

    ☐   ☐

What ideas do you have for how you will promote this campaign to potential donors?

Does your group have photos that can be used on your project page to promote the campaign?

    YES   NO

    ☐   ☐

Can you commit for working with ESU Foundation staff even after the campaign ends to ensure each donor is properly thanked?

    YES   NO

    ☐   ☐

All crowdfunding campaigns must be conducted in accordance with ESU and ESU Foundation policies and guidelines. Please read the following guidelines in their entirely and then indicate your acceptance or refusal of the terms.

Emporia State University Crowdfunding Guidelines

ESU Foundation's Annual Giving office manages the JustGiving crowdfunding platform (Justgiving.com) in accordance with ESU Crowdfunding Policy (link to UPM #3N.11). The purpose of all fundraising at ESU is to support the university's vision, mission and strategic plan; and all fundraising activities must be carried out in alignment with the university's core values.

Crowdfunding refers to the practice of funding a project or initiative by raising many small monetary donations from a large number of people, typically via the Internet. Crowdfunding can be used to fundraise for a wide variety of projects initiated by faculty, staff, or students at Emporia State University. This policy states the restrictions, roles and responsibilities associated with fundraising via a crowdfunding platform on behalf of ESU.

I. Each crowdfunding campaign must be aligned with the university's fundraising policy. This will make sure the project is supporting the university's mission and initiatives. Funds cannot be redirected to a third-party entity such as another non-profit.

II. ESU foundation staff, in their sole discretion, will determine the eligibility of submitted applications.

III. Each crowdfunding campaign team must identify or create a Foundation gift account to receive donated funds.

IV. Donors have the option to cover the 2.5% platform fee, but NOT credit card processing fees. All fees NOT covered by the donor will be deducted from the amount credited to the designated Foundation fund.

V. All fundraising proceeds must be used for the stated purpose(s) of the crowdfunding campaign.

VI. Crowdfunding campaign teams must develop campaign content. Foundation staff will consult with teams to generate ideas, provide feedback, and review content.

VII. All crowdfunding platform content will be reviewed by Foundation staff, which have the authority to edit, or require revisions to, content at any time.

VIII. ESU Foundation staff must review any donor benefits or premiums. Foundation staff may deny benefits or premiums that would affect tax-deductibility or the tax receipting process of gifts.

IX. Crowdfunding campaign teams must utilize their social networks to promote the campaign. Foundation staff may provide additional alumni contact information at their sole discretion.

X. Each crowdfunding campaign team will identify a single person to be their liaison with Foundation staff.

XI. The designated liaison will be in charge of working with Foundation staff to ensure that every donor is thanked. The crowdfunding campaign team is responsible for crafting a stewardship plan in conjunction with Foundation staff and executing the agreed upon plan after the campaign ends

YES ☐   NO ☐

I certify that my answers are true and complete to the best of my knowledge.

Faculty
Advisor
Signature: _____ Date:_____

Student
Leader
Signature:: _____ Date:_____

Dean of
Students
Signature:: _____ Date:_____
        Cass Coughlin