

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

## Project Qualifications and Information:

- Projects should have specific goals and be driven by tangible accomplishments – for example, purchasing new equipment, funding travel fees or providing students workshop opportunities. Projects without a specific goal are generally less successful and may not qualify for approval.
- To ensure compliance with Creighton University guidelines, all crowdfunding projects must have an approved philanthropic gift fund and account through University Relations Gift Accounting to which donations can be accepted. Groups may use a gift fund associated with a sponsoring unit, such as a department or program, with the approval of the finance officer in that area. Gift funds and accounts must be approved before the project approval. If you are unsure that your project has an approved gift fund and account, please contact [crowdfunding@creighton.edu](mailto:crowdfunding@creighton.edu).
- Project leads must notify and provide their department chair, dean or vice president information about their Crowdfunding project. Prior to approving Crowdfunding Projects, University Relations will contact your department chair, dean or vice president.
- 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.
- By utilizing the Creighton Crowdfunding official platform, any fees associated with fund raising will be paid by University Relations.
- Projects must support Creighton University programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. Creighton University cannot act as a "pass-through" entity to provide funding to other charities.
- Projects will be hosted on the crowdfunding platform for a pre-determined amount of time, typically a four to six week-long period. Some exceptions may apply. If your project would fit better within Creighton Giving Day, we may hold your project until the next Giving Day.
- 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. Designation of unspent funds is determined by the project leader in conjunction with the appropriate dean or vice president.
- University Relations will provide official tax receipts to all donors.

## **Crowdfunding Website, Project Fundraising Pages, Marketing and Promotions:**

- All content on project pages will be set up by a staff member from University Relations. University Relations has the right to edit, or require project content edits, at any point in the campaign.
- The Project leader will be asked to provide the following information.
  - Contact information for the project leader
  - Project description
  - Case for support (why someone would donate to your project)
  - Photos and images which highlight the project
  - Detailed budget breakdown that outlines how donations will be spent
- It is up to the project lead to market their campaigns and provide outreach. Project leaders and team members are responsible for promoting their campaigns via social media, email, phone calls and campus advertising, when appropriate; preparing personal thank-you messages to donors; and submitting regular updates on their projects.
- The Assistant Director of Digital Fundraising may request a list of potential donors prior to the project's approval or launch date. This may be used to help determine project eligibility and goal capacity.
- University Relations 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 University Relations may promote the crowdfunding platform during campaigns and throughout the year, groups should not rely on this for fundraising success. The Assistant Director of Digital Fundraising will work with groups to generate ideas for marketing and outreach.

## **Offline Donations and Incentive Gifts:**

- Most gifts will be raised online through the Creighton Crowdfunding platform. Some offline funds may be used toward the project's goal. This includes, but is not limited to, cash, checks, matching gifts, gifts of stock and other funds awarded or received during the crowdfunding campaign.
- Crowdfunding projects cannot count gifts from pledges, bequests, gifts already allocated to another fund, or money raised through sales, such as bake-sales, car washes, or other "give-to-get" fundraising. Gifts-in-kind, non-monetary contributions such as food, clothing, books, equipment or other items, may not count toward project totals and will be evaluated and considered on an individual basis.
- All funds raised from outside of the Creighton University Crowdfunding platform must be delivered to the Office of Development for deposit. This is to ensure that the donor receives proper credit and receipts. Contact the Assistant Director of Digital Fundraising for additional instructions.

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

University Relations reserves the right to decline any projects based on content or discontinue an active campaign at any time due to changes in the group's eligibility status or failure to comply with these crowdfunding guidelines.

Creighton University is a 501(c)3 non-profit, Catholic and Jesuit comprehensive university committed to excellence. Creighton exists for students and learning. Creighton faculty members conduct research to enhance teaching, to contribute to the betterment of society, and to discover new knowledge. Service to others, the importance of family life, the inalienable worth of each individual and appreciation of ethnic and cultural diversity are core values of Creighton. All crowdfunding projects must comply with the mission and values of Creighton. More information on the Mission and values of Creighton University may be found at <https://www.creighton.edu/about/mission>.

### Questions:

- For questions regarding these guidelines, please contact [crowdfunding@creighton.edu](mailto:crowdfunding@creighton.edu) or 402-280-2098.