



Southeast Missouri University Foundation Application for Crowdfunding Project

This form is to be completed by any individual, organization, program, department, or other entity affiliated with Southeast Missouri State University to request that a fundraising project be considered for inclusion on Southeast's crowdfunding website.

Responsible Party: _____

Contact Phone: _____

Contact E-mail: _____

Campus Division/Department: _____

Organization Name (if applicable): _____

How many members are in your group? _____

What is the purpose of the project you are attempting to fund?

Who is your target crowdfunding audience?

How much are you seeking to raise through crowdfunding? _____

How much have you raised toward your goal? _____

What would you do with the funds you raise?

Why would you be successful in achieving your crowdfunding goal?

Please describe your social media reach (number of followers, average number of posts, etc.).

When would you like to launch this project? _____

Do you have photos you could use for your project?	Yes	No
Do you have video footage you could use for your project?	Yes	No

By signing below, all parties understand and agree to abide by the Crowdfunding Project Guidelines set forth by Southeast Missouri University Foundation.

Submitted by:

Signature of Responsible Party

Accepted by:

Coordinator of Annual Giving

Approved by:

Dean or Department Chair Signature

Vice President for University Advancement
Executive Director of the University Foundation

Vice President or Provost Signature

For more information, call Southeast Missouri University Foundation at (573) 651-2332 or email foundation@semo.edu. When completed, send the signed application to the Foundation Office via campus mail at MS7300 or deliver to the Wehking Alumni Center.

Southeast Missouri University Foundation Crowdfunding Project Guidelines

1. To ensure compliance with the policies of Southeast Missouri State University and the Southeast Missouri University Foundation (together referred to as “Southeast”), all projects must be proposed through completion of an online application, reviewed by Southeast’s Annual Fund Coordinator, and approved by the Assistant Vice President for Advancement. Proposed crowdfunding projects will be evaluated based on the project’s alignment with the goals of Southeast’s mission and strategic plan.
2. Crowdfundraisers are responsible for promoting their cause, preparing a personal thank-you message to donors, and submitting status updates to Southeast’s Annual Fund Coordinator. No lists will be provided to crowdfundraisers to assist them in promoting their cause. Southeast Missouri University Foundation will provide all official tax receipts issued to donors.
3. Crowdfunding projects will not be approved if any of the funds collected are to be used for the benefit of specific individuals. In addition, crowdfundraisers are strictly prohibited from keeping any portion of the funds raised as profit or compensation.
4. Each crowdfunding project will be hosted on Southeast’s website for 60 days. If the project goal is not met within this timeframe, crowdfundraisers are encouraged to continue fundraising efforts; however, Southeast will no longer actively market the project. Groups may NOT take their project offline at any time during the 60 days, nor do they have the ability to refund donations that have been received by Southeast Missouri University Foundation.
5. In the event the project goal is not met and the funds raised are not utilized within 180 days after the project is taken offline, the Assistant Vice President for Advancement will consult with the responsible party to this agreement on appropriate disposition of the funds. If it is determined that the funds raised cannot be used for the intended purpose, those funds will be transferred to the University Fund.
6. For gift processing purposes, crowdfunding donations must be no less than \$10.
7. Information regarding students, alumni, faculty, staff and other constituents is considered and handled with discretion and confidentiality. Crowdfundraisers may have access to documents, data or other information, some or all of which may be confidential and/or privileged from disclosure, whether or not it is specifically “labeled” or identified as confidential. Crowdfundraisers agree to never directly or indirectly use, publish, disseminate or otherwise disclose to any third party, or use for personal gain, any information acquired in the course of crowdfunding activities.
8. Southeast reserves the right to discontinue an active crowdfunding project at any time for any reason, without notice, because of a group’s eligibility status or a group’s failure to comply with the rules set forth in this agreement or any applicable Southeast policies. If this occurs, any funds raised will be immediately transferred to the University Fund.