

End User Agreement

[Crowdfunding.erau.edu](https://crowdfunding.erau.edu) is a platform enabling the ERAU community to fundraise for the myriad of incredible ventures our students and faculty embark upon every year, from supporting faculty research to student organization development and everything in between.

In recognition of the partnership with the Office of University Development and desire to create a great experience for all donors, each Student/Project Lead assumes the responsibilities outlined below:

- Be in good academic and disciplinary standing at Embry-Riddle Aeronautical University
- Be a member of a Registered Student Organization recognized by Student Activities and Campus Events
- Have a specific project that:
 - Is specific, feasible, and limited in scope
 - Can be easily described to the ERAU community and general public
 - Includes a viable plan of action and budget
 - Can use the platform to raise \$1,000-\$10,000 in funding within 30-45 days
- Be willing to work with a staff member of the Office of University Development to:
 - Train to use the University's crowdfunding platform, ScaleFunder
 - Learn basic development skills and knowledge
 - Set two goals
 - Feasible reach goal
 - Unpublicized stretch goal
 - Identify lead donors who will commit gifts at the start of the campaign (quiet phase)
 - Develop levels of giving
 - Evaluate communication plan
 - Provide content for platform three weeks prior to go-live date for review
- Have one to two assigned team leaders who will:
 - Act as the face of the campaign
 - Appear in updates and main project videos
 - Help establish levels of giving
 - Have an active role in thanking donors
 - Create lists to contact to promote the campaign
 - Personally ensure at least 50 people with a giving capacity of \$50 or more via email prior to your launch to attain pre-committed donations that will fuel your project's momentum in a soft-launch
 - Work with the Office of University Development contact person
 - Ensure funds are used in accordance with proposed budget
 - Assign each team member his/her responsibility
 - Hold weekly meetings to keep your team on track

- Have a at least three to five dedicated group members who will:
 - Spend at least an hour daily to promote and manage the campaign
 - Create content for the crowdfunding website
 - Directly contact lists of supporters and donors
 - Work with external organizations to promote the campaign
 - Utilize social media to promote the campaign
 - Create at least one crowdfunding website update per week to:
 - Provide insight into how the donations are being used
 - Advise donors on the impact the funding had on the project

- Have a communications plan that includes:
 - Strategy to utilize various communication modes
 - Social Media
 - University Marketing
 - Phone calls
 - A list of people who work as supporters to help promote the campaign
 - Strategy for the creation of:
 - A video to promote the campaign
 - Pictures to enhance verbal and written communication
 - Testimonials from project team members and donors

- Use funds only for stated project goals

- Do not violate any existing University policy that would cause harm to your organization or the University's integrity

In exchange for user's promise of support, school staff will:

- Provide training on project strategy and best practices around philanthropic crowdfunding
- Input and edit initial content on crowdfunding website
- Assist with project video production, if needed.
- Provide feedback and assistance on project content, marketing, and stewardship planning
- Provide funds raised through campaign promptly upon approval

This mutual acceptance of responsibility will provide stability throughout the fundraising process and growth of the platform throughout the institution.

* Upon signing this agreement, you grant the **Office of University Development** full access to the media uploaded and data collected from your project's profile.

Organization Name _____

_____/_____/_____
 Project Leader Signature Date Advisor Signature Date