EMBRY-RIDDLE
Aeronautical University

Office of Philanthropy & Alumni Engagement

Crowdfunding Application

Embry-Riddle crowdfunding is a platform enabling the Embry-Riddle community to use peer-to-peer fundraising 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 Philanthropy & Alumni Engagement department 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.
- Do not violate any existing Embry-Riddle policy that would cause harm to your organization or the university's integrity.
- Be a member of a registered student organization, recognized by The Student Engagement & Student Union department.
    - 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 Philanthropy & Alumni Engagement department to:
    - Train to use the university's crowdfunding platform, GiveCampus.
    - Learn basic development skills and knowledge.
    - Set two goals: Feasible reach goal and unpublicized stretch goal.
    - Identify lead donors who will commit gifts at the start of the campaign (quiet phase).
    - Develop levels of giving.
    - Evaluate communications 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.
        - Ensure funds are used in accordance with proposed budget.
- Have at least three to five dedicated team 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 as to how the donations are being used.
  - Advise donors on the impact their funding had on the project.
- Hold weekly meetings to keep your team on track.
- Create prospect lists to contact and promote the campaign:
  - Reach out to at least 50 people with a giving capacity of $50 or more prior to your launch to attain pre-committed donations that will fuel your project's momentum in a soft-launch. Ideally, you will secure 20% of your goal prior to launch.
- Have a communications plan that includes:
  - Social Media, emails and phone calls.
  - A list of supporters to help promote the campaign.
  - A video to promote the campaign.
  - Pictures to enhance verbal and written communication.
  - Testimonials from project team members and donors.

The Student club/organization is responsible for all prospect and donor outreach. The Philanthropy & Alumni Engagement department will not send personal or mass solicitations on behalf of the project team.

The Philanthropy & Alumni Engagement department will:

- Provide training on project strategy and best practices around philanthropic crowdfunding.
- Provide input and edit initial content on crowdfunding website.
- Provide feedback and assistance on project content, marketing, and stewardship planning.
- Provide funds raised through campaign promptly upon approval.

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

Organization Name:

Project Leader Signature: Date:

Advisor Signature: Date: