



CSUN FUNDER CROWDFUNDING GUIDELINES

Before a project is activated, it is the project lead's responsibility to review and understand the following CSUN Funder Crowdfunding Guidelines and communicate and enforce them among their project teams. University Advancement, in its sole discretion, will determine the eligibility of participating projects on the CSUN Funder crowdfunding platform. University Advancement may discontinue an active fundraiser at any time because of a project's failure to comply with these guidelines. CSUN reserves the right to revise these guidelines at any time.

GIFT FUNDS AND USE

To ensure compliance with CSUN Funder Crowdfunding Guidelines, all projects must have an approved philanthropic gift fund set up through the CSUN Foundation to which donations can be accepted and then distributed for use by the respective campus unit. Project teams may deposit donations into an existing CSUN Foundation fund associated with a sponsoring unit, such as a department, program or center, or apply to set up a new Foundation fund, with the approval of the Director of Finance and Operations in that area. Officially recognized CSUN student clubs and organizations can utilize the Associated Students as their sponsoring unit. If an appropriate sponsoring unit gift fund isn't available, the CSUN Foundation and the Director of Finance and Operations for the respective campus area will determine whether or not the project qualifies for its own gift fund, so long as there is a finance officer available to manage the account. During the application period, the Office of Alumni Relations and Annual Giving will help to facilitate the process by the CSUN Foundation and the appropriate Director of Finance and Operations before a team can begin fundraising for a project.

Projects must support CSUN's programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. The CSUN Funder platform cannot act as a "pass-through" entity to provide funding to other charities or organizations.

All CSUN policies and procedures are applicable to crowdfunding on CSUN Funder. This includes, but is not limited to, policies on intellectual property, conflict of interest, research integrity, finances, etc. University Advancement is responsible for ensuring that project leaders have met all applicable requirements prior to the launch of each project.

If the project is not fully funded within the allotted timeframe, any monies raised will still be allocated to the designated project account. All funds, even without meeting the goal, must be spent, to the project team's best ability, on expenses aligned with the projects intended 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. Project pages must include information for donors indicating how project funds will be spent. A Crowdfunding Contract, which outlines how the funds will be spent, is a required agreement to be signed by the project lead before the page will be activated.

OFFLINE FUNDS

Most gifts will be raised online through <https://csunfunder.csun.edu>. Funds raised offline, including cash, checks, gifts of stock and other funds awarded or received during the crowdfunding campaign can also be added toward the project's goal when received by the CSUN Foundation and clearly designated to a crowdfunding project for deposit into the designated account. Gifts-in-kind (non-monetary contributions) such as food, clothing, books, equipment or other items, will not count toward project totals but can also be received by the CSUN Foundation.

All funds raised for a crowdfunding project outside of CSUN Funder must be delivered to the CSUN Foundation for deposit within five business days. This is to ensure that the donor receives proper credit and receipts. If offline funds are received, contact the CSUN Foundation at (818) 677-4657 or foundation@csun.edu for further instructions.

Gifts from pledges, bequests, gifts already allocated to another fund, matching gifts, or money raised through sales, such as bake-sales, car washes, or other “give-to-get” fundraising will not count toward project totals but can be received by the CSUN Foundation. All gifts must be collected and delivered to the CSUN Foundation prior to the project’s deadline.

TAX ACKNOWLEDGEMENT

The CSUN Foundation, through CSUN Funder, will issue official tax receipts to all donors.

Incentives, premiums and perks or other quid pro quo’s that have a fair-market value or otherwise, are not permitted to be used to induce or incentivize gifts. Such items as t-shirt giveaways or other promotional items may affect a donor’s right to a tax deduction and must be approved. Permissible, non-value perks can include social media shout-outs, thank you phone calls, or personalized project updates, and should not carry any monetary value. All perks must be approved by the CSUN Office of Alumni Relations and Annual Giving.

ADMINISTRATIVE FEE

The standard 5% administrative fee charged by the CSUN Foundation on funds held within Foundation accounts will also apply to crowdfunding revenues. The CSUN Foundation administrative fee is waived for officially recognized student clubs/organizations using an account through the Associated Students, Inc. Funds deposited into CSUN Foundation project accounts will already have these fees removed from their totals; however, project totals online will display the full amount.

The minimum gift transaction amount is \$5 through the CSUN Funder platform.

PROJECT ROLES AND RESPONSIBILITIES

Groups interested in initiating a crowdfunding project must identify one to three “project leads” to be responsible for the project application process, coordination of project teams, marketing content and outreach, and correspondence with University Advancement and the CSUN Office of Alumni Relations and Annual Giving. Project leads should select a team of at least five people affiliated with their project that will focus on marketing, outreach and solicitation. The larger the crowdfunding project team, the more likely the project will reach its financial goal.

The project leads will work with the CSUN Office of Alumni Relations and Annual Giving throughout the application and project timelines to ensure their project complies with the CSUN Funder Crowdfunding Guidelines. The CSUN Office of Alumni Relations and Annual Giving will provide the project lead with resources, toolkits and platform support, and will serve as the first point of contact for University Advancement.

In addition to identifying project leads and teams, groups must also identify an institutional advisor to sponsor the effort. For student and alumni groups, the advisor must be a university faculty or staff member who is affiliated with the club or department the project is supporting. This individual must agree to provide institutional oversight and ensure project compliance with departmental policies.

PROJECT APPLICATION AND CONTENT

When applying for CSUN Funder, project leads agree to provide the following before the project fundraising begins:

- Project description and case for support
- Video (it is the project leads responsibility to create, film and edit)
- Images for description, social sharing and crowdfunding home page
- Project leader bios and photos
- Budget breakdown (how donations will be spent)
- Non-monetary perks for donations at multiple increments (optional)
- A communications and outreach plan to promote the project before and after launch, with project updates throughout the campaign
- A plan for personal thank you messages after the campaign concludes to thank donors and let them know of their project progress

Projects should have specific goals and be driven by tangible accomplishments – for example, purchasing new equipment, funding travel fees, or providing student workshop opportunities. Projects without a specific goal are generally less successful and may not qualify for their own project page.

CONTENT AND BRAND GUIDELINES

All marketing, design, copy content, social media messaging and official CSUN logo use must conform to the CSUN Identity Platform: <https://www.csun.edu/identity>. All project videos must be properly captioned per CSUN Universal Design Center captioning standards <https://www.csun.edu/universal-design-center/videos>.

All content on project pages will be reviewed and approved by University Advancement prior to launch. CSUN has the right to edit, or require project content edits, at any point in the project duration.

TIMELINE

Projects will be hosted on the crowdfunding platform for a pre-determined amount of time, typically a month-long period. Some exceptions may apply. Shorter campaigns tend to drive urgency and perform strongly. The same project team may not fundraise in consecutive or concurrent campaigns for the same project, but may be eligible for future Crowdfunding efforts.

OUTREACH AND COMMUNICATION

It is up to the project leaders and team to market their campaign and provide outreach to their targeted constituency. Projects that are able to achieve 30% of their goal within the first 48 hours of a campaign are more likely to achieve their total goal.

Project leaders and teams are responsible for promoting their campaigns via social media, email, phone calls and on-campus, when appropriate; submitting regular updates on their project; and preparing personal thank-you messages to donors post campaign.

The CSUN Office of Alumni Relations and Annual Giving will not provide contact data or lists of alumni, parents, friends or students. It is up to the project teams to use their own personal affinities and networks lists. While University Advancement may choose to use general university communication channels and social media properties to promote select crowdfunding projects during campaigns, teams should not rely on this for fundraising success.

The CSUN Office of Alumni Relations and Annual Giving may request a list of potential donors/target audiences prior to the project's approval or launch date. This may be used to determine project eligibility and goal capacity.

ELIGIBILITY

The California State University, Northridge Foundation is a nonprofit, 501(c)(3) public benefit California corporation that serves as an auxiliary organization to California State University, Northridge. The corporation is organized exclusively for scientific, literary and educational purposes within the meaning of a university auxiliary under Section 89901(d) of the California Education Code. All projects must comply with CSUN's mission, vision and values. Projects cannot violate any laws. CSUN reserves the right to decline any project based on content or discontinue an active campaign at any time due to changes in the project team's eligibility status.

For questions regarding these guidelines, please contact Chelsea Wisenbaker, Development Associate at chelsea.wisenbaker@csun.edu or 818-677-4112.