

General Information

We're excited you're ready to kick off a crowd-funding campaign. If at any time you have questions, please contact Tina Kleespies, Chief Operating Officer at the CMU Foundation, tkleespies@coloradomesa.edu or 970.248.1942.

Eligibility Requirements

- Project teams must consist of at least three CMU students and/or faculty and staff, with a designated project manager as the point of contact and coordination.
- Projects may not raise funds designated for one specific individual, including the work and travel of one specific individual.
- Projects may raise funds for existing endowments, but cannot be used for establishment of a new endowment fund. The MavFunder is not an appropriate fundraising tool for sponsored program grants. Such projects will not be considered.
- Project duration must range from 20-40 days. The most successful projects begin engaging their community well before the launch of the campaign. Use this document to start building your network in advance. All projects must follow established graphic and editorial standards associated with Colorado Mesa University and the CMU Foundation in all communications, including social media.
- All projects must be approved by the official CMU organization or club advisor, director, or department head seeking the funds. If these individuals wish to conduct a MavFunder campaign, they must have their supervisor's approval.

After supervisor approval, all projects must be screened for eligibility. Final selection is at the discretion of the CMU Foundation. Once projects are selected, project managers will be contacted with further details on how to proceed. While some projects may meet the requirements, only a limited number of projects can run each semester. Selection will be based on a diverse mix of student, faculty and staff projects from different areas, such as academics,

student life, clubs and organizations.

- Projects should be submitted as early as possible, as approval may take up to 14 days and in some cases require additional approvals.
- The CMU Foundation reserves the right to remove any project from the site should it fail to meet the platform standards or required processes outlined in this document.
- If your project is approved, all team members must attend a short, on-campus project creator success training to teach you best practices for campaign success. The MavFunder platform will be promoted through CMU and CMU Foundation social media and email accounts. However, **individual campaign promotion relies solely on your own personal social networks, connections and web presence.**

Campaign Creation

Project Content

All project content and promotion should represent Colorado Mesa University and the CMU Foundation in a positive manner. The CMU Foundation reserves the right to remove or cancel a project if it does not.

All projects are required to have a brief video (approximately two (2) minutes in length) detailing the project goals. All videos must be posted through YouTube, and may also be hosted on the CMU YouTube channel. Videos must meet CMU's graphic standards and be submitted prior to release.

In addition to a video, all projects must provide a 250- to 500-word project description. Project descriptions will be reviewed for spelling, grammar and adherence to CMU's graphic standards.

Crowdfunding projects rely heavily on your own personal networks. While the university and CMU Foundation will market the MavFunder platform, marketing your individual project through social media, email and web presence must be done entirely through your own personal network.

Project Goals

Project goals will be capped at \$2,000 for students and \$5,000 for faculty. Projects wishing to exceed

these limits must be able to demonstrate the project has the capacity to raise additional funds.

Your project goal amount should be a stretch, but attainable based on your marketing plan.

The CMU Foundation has final say in project goal amounts. Goals may be adjusted if they are deemed to be set too high, low or do not have a sufficient marketing plan. The project manager will be notified of any changes prior to launch.

The MavFunder operates on the model that all projects will keep what they raise, whether or not the goal is met.

Project Rewards

Some projects may be eligible to offer rewards for specific gift amounts. However, project teams are strongly encouraged to provide intangible, no-cost rewards over physical rewards due to tax complications, fulfillment issues and less funding going toward the actual project. The CMU Foundation has final say in all decisions regarding rewards.

Examples of intangible rewards include social media shout outs, personalized emails or donor recognition within the completed project. This eliminates many of the complications surrounding rewards, and allows all of the funds raised to go toward the project. If you are approved to offer physical rewards, please consider these guidelines:

For tax purposes, the cost of the reward cannot exceed 2% of the value of the gift. For example, a t-shirt offered for a gift of \$250 cannot cost more than \$5. If a reward includes free or discounted admission to an event with a fee, that cost must be included in the same ratio. Carefully consider the quantity you will need for each reward. For example, if you offer 20 rewards at the \$50 donation level, but only two are claimed, what will you do with the other 18? Because rewards must be distributed within 90 days of the project close, you will need to order them in advance. CMU and the CMU Foundation are not responsible for any fulfillment or distribution of rewards. All rewards must be managed and distributed by project teams.

Stewardship

Stewardship is a critical component of any fundraising campaign. All crowdfunding projects will be expected to steward donors using the tools provided within the platform.

Project managers will be required to provide a minimum of one weekly email/campaign page update with campaign progress. Progress updates must first be reviewed by the crowdfunding platform administrator.

At project completion, project managers must send a thank-you email to all donors within seven days of the project close, whether the goal is met or not.

To be eligible for future projects, you will need to contact donors to show the results of what the funds raised were used for.

Funds raised through the crowdfunding platform will not be released by the fund manager until the necessary stewardship tasks have been completed. If you have any questions about the MavFunder or these policies, please contact: Tina Kleespies, ckleespies@coloradomesa.edu, 970.248.1942.