

# GiveCampus Crowdfunding Policy

Last Updated: April 3, 2020

## Purpose:

To provide a framework on how Nova Southeastern University students, faculty, and staff solicit donations from the public using the GiveCampus crowdfunding platform.

## Outline

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## 1. Definitions

### Crowdfunding

An online fundraising strategy that programs, clubs, groups and individuals employ to:

- a. Tell a story of a cause, research project or special initiative
- b. Share that story with their communities
- c. Solicit gifts and other forms of support.

### Campaign

A fundraising effort launched on GiveCampus that is designed to raise a specified sum of money within a defined timeframe for a specific cause, project, or initiative.

## GiveCampus

The company that provides a platform for raising funds through crowdfunding.

## Campaign Leaders

Individual(s) affiliated with Nova Southeastern University who oversee the application, preparation, launch, and peer solicitation efforts related to a crowdfunding campaign launched on GiveCampus.

## 2. Audience

Applicants and users of the GiveCampus platform must be students, faculty, or staff of Nova Southeastern University.

This crowdfunding policy applies to any group who, in connection with their crowdfunding efforts:

- Uses the intellectual property of the institution including but not limited to, the institution's brand, name, logo, trademark, or mascot, as a part of their communication,
- uses technology provided by the institution including but not limited to computers, tablets, or emails, or
- Collects money to use in any institutionally related accounts.

## 3. Campaign Creation Guidelines

Campaigns for Nova Southeastern University can be unrestricted -- allowing the university to apply the funds where they are needed most -- or they can be designated to support any of the specific university initiatives defined in the campaign set up. These specific campaigns must meet one of the following characteristics:

- A campaign to support the University's most needed priorities via the Annual Fund. Such campaigns will have a broad and immediate impact on the lives on NSU's students by enriching academic programs, enhancing facilities, improving technology, and augmenting the University's Annual Fund.
- A campaign to establish a scholarship that will help NSU students realize their dreams of a quality college education and help to secure the University's future.
- A campaign to boost an existing scholarship fund.
- A campaign to support NSU athletics.
- A campaign to strengthen one of the University's schools or colleges.
- A campaign to bolster a specific academic program.
- A campaign to support a student organization.

**Campaigns must be consistent with Nova Southeastern University's stated mission, vision, and values.**

## 4. Launch Approval and Operations

### Application Requirements

In order to crowdfund on GiveCampus, groups or individuals must apply at:

<https://www.givecampus.com/schools/NovaSoutheasternUniversity/precreate>

All of Nova Southeastern University's policies and procedures apply to crowdfunding. The Campaign Leader must understand and comply with all legal and regulatory requirements applicable to their fundraising activities, crowdfunding or otherwise. Below is an inclusive list of the legislation and policies likely to affect fundraising projects and initiatives:

#### Institution

- Marketing and Branding Guidelines
- Trademarks and Licensing
- Conflict of Interest
- Procurement Services
- Patent and Invention Policies

#### Federal

- Research
  - Human Subjects (45 CFR Part 46)
  - Health Information (HIPPA)
  - Live Vertebrate Animals (Animal Welfare Act)
  - NIH Grants & Federal Grant/Contract Award Requirements
  - NRSA or NSF Fellow Requirements

#### State

- Ethics law

The Campaign Leader is responsible for ensuring that they have met all applicable requirements prior to submitting their application, and must produce any required documentation of compliance when the application is submitted. Documents can be sent to the Executive Director of Alumni Relations and Annual Fund.

GiveCampus does not provide intellectual property protection, and participants are advised that presenting your crowdfunding campaign to the public could result in others using your ideas and research before you can protect them with patents or other legal measures.

#### Launch Approval Requirements

All applications to use GiveCampus will be reviewed by relevant parties within Nova Southeastern University. However, final approval of a crowdfunding campaign on an GiveCampus will be facilitated by the Executive Director of Alumni Relations and Annual Fund and the proper NSU administrative entity.

Prior to submitting for launch approval, applicants must provide the following information to the Executive Director of Alumni Relations and Annual Fund.

1. Goal type: Dollar amount raised or number of donors (and amount)
2. Campaign length (20-40 days recommended)
3. Desired launch date
  - a. Must be **at least** fourteen (14) business days after the date of submission
  - b. Must have all items in this Launch Approval Requirements list before submitting campaign for approval
4. Campaign name (40 characters max)

5. Description of the campaign (about 300 words)
  - a. Describe the purpose of your campaign and the impact it will have. Be as detailed as possible. What do you hope to achieve? Who will benefit?
6. Campaign executive summary (140 characters max)
  - a. This will appear on your campaign card and when advocates and donors share the campaign via Facebook, so it will be one of the first things people read about your campaign. A succinct synopsis with a 'call to action' will capture people's attention and help win their support.
7. Campaign Video (Required)
  - a. Can be 30, 45, or 60 seconds in length
  - b. Must describe the campaign purpose, impact, and who will benefit from the money raised from the campaign
8. Images
  - a. Photos of the students, faculty, or staff involved in the campaign
  - b. These will be used to promote the campaign on social media, news (if applicable), and in campaign updates on GiveCampus
9. Game Plan
  - a. Preparation is key to success. Please tell us a little bit about your plan!
  - b. How much do you plan to donate? Will you offer a matching donation? Has anyone else committed to making a donation or offering a match? Do you have any advocates or champions lined up to help you spread the word?
    - i. (An appropriate goal for advocates is 10-20% of the campaign goal. Ex: For a \$2,000 campaign goal, the ideal number of advocates is 10-20 students, faculty, or staff to help spread the message online throughout the campaign.)
  - c. This information will help the GiveCampus expert assigned to your campaign as they review your submission and offer their assistance to you.

Barring any requested changes to the campaign, if the applicants have satisfied the above conditions they will be notified about the approval decision within 7 business days.

### Campaign Promotion

Only projects launched through GiveCampus will be highlighted on Nova Southeastern University's social media platforms. All other traditional and social media promotions are the responsibility of the Campaign Leaders and volunteers.

### Public Relations

If a campaign uses media for coverage, they must include the following language:

"GiveCampus is a program of Nova Southeastern University that enables groups on campus to raise funds through crowdfunding." [Can be tailored based on platform communications/branding guidelines.]

### Donor Lists

Applicants agree and understand that the institution is not under any obligation to fundraise for, or otherwise support, your campaign.

Applicants agree that their fundraising volunteers will not solicit anyone with an institutional email address without approval from the Advancement and Community Relations office or their designated representatives within specific academic units, and will only solicit contacts who are not assigned and in the NSU database.

## Tangible Items of Fulfillment

Any person, group, or entity involved in a crowdfunding campaign must not deliver material items in exchange for the gifts received.

## Campaign Appeal

If a campaign is not approved at any stage, the Executive Director of Alumni Relations and Annual Fund will provide an explanation as to why the campaign has been rejected.

Applicants may resolve concerns and reapply. Alternatively, the applicants may request an executive of their academic unit to sponsor their campaign, with the specific exception they are requesting noted.

If an executive of an academic unit agrees to sponsor a campaign, the Advancement and Community Relations office may grant an exception to this policy.

If an application is not approved by the Executive Director of Alumni Relations and Annual Fund, but a person, group, or entity wishes to conduct a crowdfunding campaign on a third-party platform, they may **not** do so in the name of Nova Southeastern University. In addition, the person, group, or entity may not use Nova Southeastern University's name, or any of its marks or symbols for any purpose unless explicitly granted permission in writing by the Department of Public Relations and Marketing Communication. The crowdfunding campaign may also not use the Nova Southeastern University's alumni, parent, friend, or patient data in the execution of a campaign on a third-party platform. The conduct of any outside campaign is done at the participant's sole risk, including any tax implications of raising funds on an individual basis and legal or criminal ramifications of using patient data not in compliance with HIPPA.

## Stewarding Donors

GiveCampus will automatically send a thank you email to each donor after a donation is made through the platform.

A receipt of their tax-deductible donation will be sent within 7 business days of their gift.

At least one post-campaign update email will be sent out to donors 2-3 weeks after the campaign is completed. This may be set up through the platform or done through NSU's usual communication channels (Constant Contact) and should come from the Office of Annual Fund.

## Managing Funds

### Gift Processing

Campaigns on GiveCampus will not be charged a transaction fee. Regardless of whether the campaign reaches its goal, 100% of all gifts will go directly to the designated group. In addition, the institution will ensure all donors receive legal recognition of their charitable contribution.

## Processing Procedures

1. A GiveCampus Donation Report will be downloaded into an Excel spreadsheet from the GiveCampus Reporting tab weekly (Mondays – 10 a.m.) by the Office of Alumni Relations
  - a. Report date criteria will include the previous Monday – Sunday
  - b. Each donation will be uniquely identified and tracked by the donation\_id generated it by the GiveCampus platform.
  - c. To prevent duplicate gifts, the Office of Alumni Relations will confirm that there are no duplicate donation\_id's from any previous Donation Report.
2. The downloaded GiveCampus Donation Report file will be imported into the custom GiveCampus Access Report by the Office of Alumni Relations
  - a. The Access Report will generate a one-sheet summary of each donation that will include the information needed for Advancement Services to process properly.
3. Once the Access Reports are finished processing, the Office of Alumni Relations will print them out and deliver to Advancement Services for final payment processing.

## Donation Refund Policy

1. Donations are not refundable. If you have made an error while making your donation to Nova Southeastern University, we will honor your request to amend the amount within 48 hours of your donation. To notify us of a change that needs to be made, call 954-262-2118 or email [annualfund@nova.edu](mailto:annualfund@nova.edu)
2. Due to circumstances beyond our control there may be instances where the university may determine alternative uses for the gift that best meets the original intent of the donor. We will keep donors apprised of those situations. You may contact our Assistant Vice President of Development to discuss changing the purpose of your donation.
3. Please remember that any changes to your donation may have tax implications. Please consult your tax advisor prior to requesting any adjustments.

## Funds Released

Unless otherwise notified, all approved campaigns will receive the funding they have raised 48 hours from the time gifts are delivered and processed by the Advancement Services team. Inquiries about the release of funds can be directed to: ACR Operations – [acrops@nova.edu](mailto:acrops@nova.edu).

When the funds are placed in the Nova Southeastern University account, they become the property of the University. If the faculty or staff member leaves Nova Southeastern University prior to using the funds, the funds remain the property of Nova Southeastern University.

## Required Signatures

Policies Acknowledged By (Dean/Dept. Chair name): \_\_\_\_\_

Faculty/Staff Title with College/Dept. Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Dean's Signature: \_\_\_\_\_

Date: \_\_\_\_\_