

Thank you for your interest in Crowdfunding at PLU!

PLU students, faculty, staff and alumni looking to raise money for PLU-related projects and initiatives may benefit from PLU's crowdfunding platform, which is offered through the Division of University Relations.

WHAT IS CROWDFUNDING? Crowdfunding is a powerful person-to-person, or "peer-to-peer," fundraising method that relies on a committed crowdfunding project team whose members reach out directly to people they know to invite support for their project. Since 2019, groups across PLU have raised over \$45,000 for their various causes.

ADVANTAGES

- Fund special projects and unexpected needs in a timely manner.
- Expand support and increase awareness of your project and cause.
- Show your project's momentum in real-time, inspiring others to participate.
- Receive 100% of all donations to your project, whether or not your project reaches its goal.
- Platform and credit card processing fees covered by University Relations.
- Experience the philanthropic process first-hand and build lifelong skills.

IS CROWDFUNDING A GOOD FIT FOR YOUR GROUP? CONSIDER:

- Do you have a clearly defined funding need that donors could understand and get excited about?
- Is your group willing and able to invest time and energy in your crowdfunding campaign?
- Do you have strong team leaders who can motivate the team throughout the project?
- Who will your team members reach out to? Peer-to-peer fundraising has strong results when team members personally invite support from people they know. Crowdfunding is not intended for mass solicitation to alumni.

TIMELINE

All crowdfunding projects take place during the month of April.

- **Application Deadline:** Monday, February 26, 2024
- **Gift Account Set Up:** Request submitted to Business Office by Monday, February 26, 2024
- **March:** Review crowdfunding toolkit, build communication schedule, create content
- **April 10:** Crowdfunding project is live, active fundraising
- **April 24:** Crowdfunding campaign concludes
- **5-10 days DURING & AFTER:** Money is deposited to the account
- **1-12 months AFTER:** Thank donors and report on project and impact

CRITERIA

Your project is eligible to apply to crowdfund if it meets all of these requirements:

- Directly benefits the PLU community and enhances the student experience.
- Is led by committed project leaders who are current PLU students, faculty, staff and/or alumni.
- Is approved by a faculty/staff advisor and the applicable division/department head or dean.
- Has an associated gift account or sponsoring dept, program or center that will accept gifts for the project.
- Has a clearly defined funding need that has not yet been funded or is under-funded.

INTERESTED? NEXT STEPS:

Review the information at www.plu.edu/crowdfunding and [apply to crowdfund](#).