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## 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. 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. Leveraging crowdfunding technology, over 30 groups at PLU have completed crowdfunding projects, raising \$800 to \$45,000. View current projects here: <https://www.givecampus.com/schools/PacificLutheranUniversity>

### ADVANTAGES

- Fund special situations 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 it reaches its goal.
- Platform and credit card processing fees covered by University Relations.
- Experience the philanthropic process first-hand and build lifelong skills.

### CONSIDERATIONS

- Do you have a clearly defined funding need that donors could understand and get excited about?
- Do you have strong team leaders who can motivate the team throughout the project?
- Who are your team members? Are they excited about and committed to the project? Are they willing to fundraise?
- 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.\*
- When do you and your team have the best capacity to take on a crowdfunding project?

### TIMELINE

Once a team applies and a project is accepted into the crowdfunding program, it usually takes 2-8 weeks to complete the training and prepare for launch. Upon launch, a crowdfunding campaign typically lasts for 30 consecutive days, with some time needed after to wrap up the campaign and thank donors. In the 3-12 months following a campaign, teams will partner with the Assistant Director of Annual Giving to report back to all project donors by email about the difference their donation and the project has made.

### CRITERIA

Eligible PLU crowdfunding projects:

- Directly benefit the PLU community and enhance the student experience.
- Are led by committed project leaders who are current PLU students, faculty, staff and/or alumni.
- Are approved by a faculty/staff advisor and the applicable division/department head and Dean.
- Have an associated gift account or sponsoring department, program or center that is willing to accept gifts for the project.
- Have a clearly defined funding need that has not yet been funded or is under-funded.

### INTERESTED? NEXT STEPS

- Email Jayne Berglund to schedule a meeting at [jberglund@plu.edu](mailto:jberglund@plu.edu).
- Read more about the crowdfunding program at [www.plu.edu/crowdfunding](http://www.plu.edu/crowdfunding).

\*On a case-by-case basis, you may request alumni solicitation related to your crowdfunding project through University Relations. This is typically only an option after your campaign has reached at least 60% of your total project goal through outreach by members of your crowdfunding team.