

## 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 “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 2024, groups across PLU have raised almost \$30,000 for their various projects.

### 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 fundraising 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 a strong team leader(s) who can motivate your group throughout the campaign?
- Who will your team members reach out to? Peer-to-peer fundraising has strong results when team members personally ask people they know. Crowdfunding is not intended for mass solicitation to alumni.

### TIMELINE

All crowdfunding projects take place during the month of April.

**\*Spring Break is March 23-27, 2026**

- **Application Deadline:** Friday, February 27, 2026
- **Gift Account Set Up:** Friday, February 27, 2026
- **March:** Review fundraising toolkit, build communication schedule, draft outreach, create video
- **April 2:** Crowdfunding project is live, active fundraising
- **April 15:** Crowdfunding campaign concludes
- **5-10 days DURING & AFTER:** Money is deposited to your gift account
- **1-12 months AFTER:** Thank your donors and share what their gift made possible

### CRITERIA

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

- It directly benefits the PLU community and enhances the student experience.
- It is led by committed project leaders who are current PLU students, faculty, staff and/or alumni.
- It is approved and supported by a faculty/staff advisor.
- Has an associated gift account or sponsoring department 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](http://www.plu.edu/crowdfunding) and [apply to crowdfund](#).