

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 and [apply to crowdfund](#).