



## CARTHAGE COLLEGE

### **2024-25 Carthage College Crowdfunding Guidelines**

*Before crowdfunding, it is the campaign lead's responsibility to review and understand the following Carthage College crowdfunding guidelines. Carthage College reserves the right to revise these guidelines at any time.*

Carthage College's Annual Giving program, in its sole discretion, will determine the eligibility of participating projects on the crowdfunding platform. The Annual Giving program may discontinue an active fundraiser at any time because of a project's failure to comply with these guidelines.

To ensure compliance with Carthage guidelines, all projects must have an approved college account set up through the Business Office, to which donations can be accepted and distributed. Groups may use an account associated with the sponsoring Carthage College department, program or group, with the approval of the finance officer in that area.

All monies must be used for the project's stated purpose. Individuals are strictly prohibited from keeping any portion of the funds raised as a profit or compensation.

Projects must support Carthage College's programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. Carthage cannot act as a "pass-through" entity to provide funding to other charities. When applying for a crowdfunding project, project leads agree to provide the following:

- Project description and case for support
- Images for description, social sharing, and crowdfunding home page
- Optional video (it is the project leader's responsibility to create, film, and edit)
- Budget breakdown (how donations will be spent)
- Project updates throughout the campaign
- Ongoing outreach plans to promote the project after launch
- Personal thank you messages after the campaign concludes to thank donors and let them know of their project progress

All content on project pages will be approved by the Director of Annual Giving and Donor Relations, who has the right to edit or require project content edits at any point in the campaign.

Projects should have specific goals and be driven by tangible accomplishments – for example, purchasing new equipment, funding travel fees, or providing student workshop opportunities.

Projects without a specific goal are generally less successful and may not qualify for project approval.

It is solely the responsibility of the campaign lead and their teams to market their campaign and provide outreach. The larger the crowdfunding project group, the more likely they will succeed. Groups should consist of at least 5 people that will focus on marketing and outreach. Groups that are able to achieve 30% of their goal within the first 48 hours of a campaign are more likely to achieve their total goal.

The campaign lead and project participants are responsible for promoting their campaigns via social media, email, text messaging, phone calls, and on-campus, when appropriate, as well as preparing personal thank-you messages to donors.

The Office of Advancement does not provide any contact data on alumni, parents, friends, or students to student groups/organizations. It is up to the crowdfunding groups to contact their personal network and contact lists. Carthage College may promote the crowdfunding platform during active campaigns, but groups should not rely on this for fundraising success. The Annual Giving program may work with groups to generate ideas for marketing and outreach.

The Office of Advancement, through the crowdfunding platform and via mail, will provide official tax receipts issued to the donors.

Gifts should be raised online through the crowdfunding platform. Some offline funds may be used toward the project's goal; however, the Office of Advancement cannot provide adequate receipts for any cash gifts without all donor information. Crowdfunding projects cannot count gifts from pledges, bequests, gifts already allocated to another fund, matching gifts, or money raised through sales, such as bake sales, car washes, or other "give-to-get" fundraising. All gifts must be collected prior to the project's deadline.

All funds raised from outside of the Carthage crowdfunding platform must be delivered to the Office of Advancement Services for deposit. This is to ensure that the donor receives proper credit and receipts. Contact the Gift Processor, Elizabeth Thorell, at [ethorell@carthage.edu](mailto:ethorell@carthage.edu) for more information and instructions.

Monetary premiums and perks are not to be used to incentivize gifts. Such items as t-shirt giveaways or other promotional items are not permissible, as they affect a donor's right to a tax deduction.

Projects will be hosted on the crowdfunding platform for a predetermined amount of time, typically a month-long period. Some exceptions may apply. Shorter campaigns tend to drive urgency and can achieve better performance if the team promotes the campaign with the appropriate level of marketing.

If the project is not fully funded within the allotted time frame, any money raised will still be allocated to the project or group. All funds, even without meeting the goal, should be spent to

offset the cost of the promoted project or utilized to the group's best ability. Projects should notify their donors and inform them how their donations will be spent.

Excess funds should be used towards the project in addition to the total goal amount. If this is not necessary, a plan for additional uses of the excess raised can be devised with group advisors, professors, and the Director of Annual Giving and Donor Relations.

Carthage College is a 501c3 non-profit educational institution. All projects must comply with the institution's mission. Projects cannot violate any laws. Carthage College reserves the right to decline any project based on content or discontinue an active campaign at any time due to changes in the group's eligibility status.

For questions regarding these guidelines, please contact Heather Zima, Director of Annual Giving and Donor Relations, at [hzima@carthage.edu](mailto:hzima@carthage.edu) or 262-551-5747