



Flyer Funder

Crowdfunding Agreement

Flyer Funder is the official crowdfunding platform of the University of Dayton showcasing student fundraising projects seeking support to turn innovative ideas into reality.

Projects should have specific goals and be driven by tangible accomplishments – for example, buying new equipment or providing specific student opportunities.

A Project Leader will be appointed for every project. Project Leaders serve as the primary contact with the Office of Advancement and are responsible for promoting their cause in the following ways:

- Commit to enlisting three to five additional Project Champion volunteers to help create content for the project within the platform and spread the word;
- Recruit as many Project Ambassadors as possible to help spread the word and find new ways to promote your project
 - Flyer News
 - Blogs
 - Social Media
- Complete the platform requirements including the following:
 - Provide photo(s) that represent their group or project;
 - Work with Champions and Ambassadors to create video(s) to describe the project and support the need for funding;
 - Write content that clearly articulates the project’s goal and how funds will be used;
 - Develop a target audience of interested funders with email addresses;
 - Prepare and submit a minimum of three project updates throughout your campaign on how the team will be spending the funds;
 - Project team should send out at least four emails to their personal network (i.e. friends, family, peers) soliciting for their cause;
 - Fulfill agreed upon perks within 30 days of the project end date.

To ensure compliance with UD policies, all projects must have a UD approved account into which funds will be distributed. If a team does not already have a UD account for the purpose of supporting fundraising projects, the Office of Advancement, Office of Student Involvement and Business Office, will determine if the project/group qualifies for its own account. Account allocations must be set up prior to launching a project.

All monies raised must be used for the stated intention and in the way specified in your project description. Gifts via check or cash will not be accepted. All gifts must be made online through the crowdfunding platform, Flyer Funder.

In order for Crowdfunding Ambassadors to ask for gifts to launch UD projects, all projects must align with UD’s mission and purpose. Funds cannot be raised as a “pass through” to other charities or be redirected to a third-party, external charity such as Global Brigades, Big Brothers and Big Sisters, etc.



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All content on project pages will be reviewed by the Office of Advancement staff, who reserve the right to edit, or require edits by the Project Team, at any point in the campaign.

Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, typically 30-days, though some exceptions may apply.

All funding received will be directed toward the use of the project. If the dollar goal is not met, the funds are retained by the college or unit for some component of the student group's work. Dollars raised must be used within one calendar year of receipt.

Projects should only be fundraising online through Flyer Funder. By signing this agreement, the Project Leader and Project Team agree to only utilize Flyer Funder. The use of third-party sites in conjunction with Flyer Funder is prohibited.

Following the close of the campaign, your team must submit two impact statements to the Crowdfunding Committee:

- The first should happen when dollars raised have been used for the promoted project or within 3-6 months post-campaign. Explain short term impact within the scope of your project thanks to your donor's generosity.
- The second should be a final update to wrap-up campaign communication. Discuss the wider impact the donation has made. You were able to purchase a tool needed, take a service trip – explain impact on your group and the volunteers/community within which you worked.

The Office of Advancement (Annual Giving)

Our goal is to be your support system; we provide the tools and resources necessary to help your team's crowdfunding project be a success. Listed below are the services we will supply during the project's timeline:

- Independent project page on UD's official crowdfunding platform, Flyer Funder;
- Ability to share updates on the project page;
- Guarantee all funds are given directly to the project, even if the goal is not reached;
- Timeline of the project including deadlines for updates and e-mail launch dates;
- Review of project's submitted copy and video;
- E-mail templates for ease of network outreach;
- Advancement will issue official gift acknowledgement and tax receipts to donors.

UD will NOT provide any contact data on alumni, parents, friends or students. It is up to the Project Team to contact their own personal networks.

Any questions about this agreement or your project should be directed to Lindsay Parks at 937.229.1442 or Kelli Holmes at 937.229.3067 or email us at giving@udayton.edu.



Flyer Funder

VP/Dean/Executive Director of Student Involvement

Signature

Date

Name of Student/Project Leader

Signature

Date

The University of Dayton (UD) Crowdfunding Committee will review and vet projects for Flyer Funder. *Any project for which outside gift funding is to be sought must first receive endorsement of the VP/Dean/Executive Director of Student Involvement. Any project, for which private gift contributions are to be sought, must be coordinated with Office of Advancement.*