SIUE Foundation Crowdfunding Guidelines

*Before crowdfunding, it is the **Project Leader's** responsibility to review and understand the following **SIUE Foundation Crowdfunding Guidelines**. The SIUE Foundation reserves the right to revise these guidelines at any time. The Project Leader will be expected to submit a **Project Leader Agreement**, which confirms review of these guidelines. The SIUE Foundation Crowdfunding Team may discontinue an active fundraiser at any time because of a project's failure to comply with these guidelines or other SIUE or SIUE Foundation Polices.*

What is the SIUE Foundation (SIUEF)?

The SIUE Foundation (SIUEF) is a 501(c)3 non-profit organization that exists to support the mission, vision, and values of Southern Illinois University Edwardsville (SIUE).

On behalf of the University, the SIUE Foundation provides coordination and implementation of fundraising efforts across campus. SIUEF receives and manages all gifts given to SIUE and upholds the highest standards of fiscal responsibility and investment management.

These efforts are conducted in relation to the donors' expressed wishes, as well as the instructional, scholarship, and public service pursuits of the University.

What is a Crowdfunding Project?

A **Crowdfunding Project** is a limited time online fundraising initiative that uses grassroot/peer-to-peer outreach to mobilize your personal networks and reach your organization's crowdfunding goals. At SIUE, our Crowdfunding Program is sponsored by the SIUE Foundation to give student organizations a secure and trusted way to share their Crowdfunding Projects, engage supporters, and meet their fundraising goals.

What are Crowdfunding Cycles?

Crowdfunding Cycles are the specific limited time periods that the SIUE Foundation Crowdfunding Program offers for Student Organizations to apply for. Below you can see the important dates for the two Crowdfunding Cycles offered in the 2025-2026 Academic year.

Fall 2025 Cycle	Date	Spring 2026 Cycle	Date
Crowdfunding Application Opens	9/15/2025	**Crowdfunding Application Opens**	2/2/2026
Crowdfunding Application Closes	**10/17/2025 11:59 PM**	**Crowdfunding Application Closes**	**3/6/2026 11:59 PM**
SIUEF Reviews Applications	10/18/2025-10/22/2025	SIUEF Reviews Applications	3/7/2026-3/11/2026
Application Decisions Sent	10/23/2025	Application Decisions Sent	3/12/2026
SIUEF Builds Crowdfunding Pages	10/23/2025-10/29/2025	SIUEF Builds Crowdfunding Pages	3/13/2026-3/25/2026
Crowdfunding Materials Distributed	10/30/2025	Crowdfunding Materials Distributed	3/26/2026
Required Crowdfunding Workshop	10/30/2025 5:00 PM	Required Crowdfunding Workshop	3/26/2026 5:00 PM
Crowdfunding - STARTS	**11/3/2025**	**Crowdfunding - STARTS**	**3/30/2026**
Giving Tuesday - Giving Day	**12/2/2025**	**ONE DAY, ONE SIUE - Giving Day**	**4/23/2026**
Crowdfunding - ENDS	**12/3/2025**	**Crowdfunding - ENDS**	**4/30/2026**
Thank You Phase	12/4/2025	Thank You Phase	5/1/2026
Final Reporting	Within 45-60 Days	Final Reporting	Within 45-60 Days

How are projects selected?

The **SIUE Foundation (SIUEF)** will determine the eligibility of **Crowdfunding Project Applications** submitted by SIUE Registered Student Organizations. Crowdfunding Projects will be accepted based on the strength of their application, previous fundraising success, and their potential to fulfill 100% of their goal. ***NOTE:*** *Student Organizations are required to use their registered organization name, follow ALL SIUE and SIUE Foundation Policies, follow ALL SIUE Crowdfunding Program Guidelines, and follow ALL SIUE branding and licensing guidelines.*

As part of the Crowdfunding Project Application Review Process:

- The **SIUE Kimmel Belonging and Engagement Hub (K-Hub)** will verify that the applying Student Organization is properly registered with SIUE/K-Hub and the organization is in good standing.
- The **SIUE Foundation Advancement Leadership Team (SIUEF ALT)** will verify there are no conflicts of interest with other SIUE fundraising efforts.
- The **SIUE Foundation** will verify if your Student Organization has an existing **SIUE Foundation Fund** for use or if an Appeal Code is required.

What is a Crowdfunding Project Leader?

A Crowdfunding Project Leader is responsible for:

- Serve as the main contact for my Student Organization's Crowdfunding Project.
- Complete the SIUE Foundation Crowdfunding Application on behalf of my Student Organization.
- Review/follow ALL SIUE Foundation Policies including all SIUEF Crowdfunding Program Guidelines, SIUE Branding/Licensing guidelines, and SIUE Policy.
- Collaborate with the SIUE Foundation and the Kimmel Belonging and Engagement Hub (K-Hub) to successfully implement our Crowdfunding Project.
- Collaborate with my Student Organization to develop a Crowdfunding Committee to successfully implement and assist in our Crowdfunding Project.
- Ensure that all funds raised are used only for the approved purpose(s) outlined in our Crowdfunding Application and/or in accordance with the SIUE Foundation Allowable Use of Funds Policy.

What is a Crowdfunding Committee?

A Crowdfunding Committee within your student organization is required to truly be successful with your Crowdfunding Project. The Project Leader should aim to create a group of 3-5 members of your Student Organization to form the Crowdfunding Committee. The Crowdfunding Committee should serve as the internal leaders for the project and assist the chapter in developing their marketing plans for the Crowdfunding Project.

What can we fundraise for?

Crowdfunding Projects must support SIUE programs and initiatives. Please ask us if you are unsure by contacting siueffinaff@siue.edu with questions. (See also the SIUEF Allowable Use of Funds Policy.)

Approved examples include:

- Event Services Expenses
- Conference/Competition Registration Expenses
- Conference/Competition Travel Expenses

We know that some recognized student organizations have long term connections to external philanthropic partners. Those efforts will not be supported through the SIUEF Crowdfunding Program.

What should a Crowdfunding Project focus on?

Crowdfunding Projects should have specific goals and be driven by tangible accomplishments. Projects without a specific goal are generally less successful and typically do not qualify for the Crowdfunding Program.

How to choose a goal?

Goals should be feasible. The Crowdfunding program seeks projects that can fulfill 100% of their proposed goal. First-time projects usually fundraise in the $500-$1000 range whereas returning projects go beyond, depending on previous success. We recommend that project leaders keep their membership's bandwidth and network size in mind when making a goal. If this is a Student Organization's first time fundraising, they may be required to lower their goal to participate.

Are there any costs or fees associated with SIUE Foundation Crowdfunding?

There is no cost to participating in the SIUEF Crowdfunding Program. Additionally, SIUEF does not charge any transaction fees or credit card fees associated with these gifts.

What marketing support is there?

It is up to the Project Leader and their Crowdfunding Committee to market their campaign and provide outreach. The larger the organization, the more likely they will succeed. SIUEF may request a list of potential donors before the project's approval or launch date. This may be used to determine project eligibility and goal capacity.

SIUEF does not provide any contact data on alumni, parents, friends, or students. It is up to the Student Organizations to contact their personal affinities and organization contact lists. While SIUEF may promote the crowdfunding platform during Giving Day campaigns, projects should not rely on this for success.

For Example:

When Crowdfunding, start by asking all the members of the Student Organization for 3-5 names each with contact information to solicit via phone, text, email, etc. The idea here is to use peer-to-peer/grassroots fundraising where you ask your friends, family, and personal network for their support!

Who sends Receipts and "Thank You" message?

SIUEF will provide the following to each donor via email after each gift:

- Gift Acknowledgement "Thank You"
- Official Tax Receipt

Your Student Organization is encouraged to share "Thank You" messaging via your social media channels.

What is the minimum donation accepted?

There is a $10 minimum donation amount through the SIUEF Crowdfunding Program and SIUEF Online Giving Pages.

Can we accept offline donations?

Most gifts will be raised online through the Crowdfunding Platform. Although rare, it is possible to accept cash, checks, gifts of stock, or Donor Advised Fund (DAF). Please email siueffinaff@siue.edu the details of the Offline Gift and wait for further instruction.

Will Employer Matching Gifts be accepted?

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. **Matching gifts can be accepted if received by the time the campaign ends but typically take longer than a month to receive.*

How do projects receive the money they raise through their Crowdfunding Project?

Funds raised through the SIUEF Crowdfunding Program will be available to access and use per the SIUEF Allowable Use of Funds Policy within 60 days of the Crowdfunding Cycle closing.

Final Reports will be sent out within 45-60 days of the Crowdfunding Cycle closing:
- If your organization has a SIUE Foundation Fund the reports will be sent to the Fiscal Officer of your Fund.
- If your organization does not have its own SIUE Foundation Fund the reports will be sent to Stephanie Weiskopf, Director of the K-Hub.

Reports will include:
- Crowdfunding Cycle Report – Shows what was raised in the Crowdfunding Cycle
- SIUE Foundation Balance Report – Shows the current balance of funds available

Plans for fund usage must be included with the Crowdfunding Application. All fund usage must agree with the SIUE Foundation Allowable Use of Funds Policy. If they do not or need clarification/revision, the Crowdfunding Project Leader will be notified as well as the Fiscal Officer and Faculty Advisor of the Student Organization. If usage is preapproved, then expenses will go through the University process of connecting to the organization's appropriate activities account (78**** or 74****) on campus. That support along with any receipts will be submitted with an SIUE Foundation Authorization of Disbursement Form following the steps and necessary support shown in the SIUE Foundation Allowable Use of Funds Policy, submitted to siueffinaff@siue.edu. Disbursement payment processing can take an average of 2 weeks.

What else should we know?

If the project is not fully funded within the allotted timeframe, any money raised will still be allocated to the project. 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.

Helpful Links
- SIUE Foundation Crowdfunding Program Home Page
- SIUE Foundation Allowable Use of Funds Policy
- SIUE Foundation Authorization of Disbursement Form
- SIUE Brand Guidelines

SIUE Foundation Crowdfunding Program Contacts

Contact Name	Contact Email	Contact For Questions Regarding
Brandon Sweeney SIUE Foundation Director of Online Giving	bsweene@siue.edu	• Crowdfunding Application • Crowdfunding Guidelines • Crowdfunding Giving Page
Andrew Lilek SIUE Foundation Accounts Payable Manager	anlilek@siue.edu	• Approved Expenses • Crowdfunding Guidelines
Stephanie Weiskopf SIUE Student Affairs Director of Kimmel Belonging & Engagement Hub	sweisko@siue.edu	• Expense Reimbursement Process

The SIUE Foundation (SIUEF) is a 501(c)3 non-profit organization that exists to support the mission, vision, and values of Southern Illinois University Edwardsville (SIUE). All projects must comply with the institution's mission. Crowdfunding Projects cannot violate any laws. SIUEF 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 siueffinaff@siue.edu.

SIUE Foundation Crowdfunding Project Leader Agreement Form

As the designated **Project Leader** for an Approved SIUE Foundation Crowdfunding Project, I acknowledge and agree to the following:

1. **Review of Guidelines**
   o I have read, understand, and agree to comply with all guidelines outlined in the **SIUE Foundation Crowdfunding Guidelines**.

2. **Responsibilities**
   o I will serve as the main contact for my Student Organization's Crowdfunding Project.
   o I will complete the SIUE Foundation Crowdfunding Application on behalf of my Student Organization.
   o I will review/follow ALL SIUE Foundation Policies including all SIUEF Crowdfunding Program Guidelines, SIUE Branding/Licensing guidelines, and SIUE Policy.
   o I will collaborate with the SIUE Foundation and the Kimmel Belonging and Engagement Hub (K-Hub) to successfully implement our Crowdfunding Project.
   o I will collaborate with my Student Organization to develop a Crowdfunding Committee to successfully implement and assist in our Crowdfunding Project.
   o I will ensure that all funds raised are used only for the approved purpose(s) outlined in our Crowdfunding Application and in accordance with the SIUE Foundation Allowable Use of Funds Policy.

3. **Compliance**
   o I understand that failure to comply with these guidelines may result in the suspension or termination of my Student Organization's Crowdfunding Project.
   o I acknowledge that the SIUE Foundation reserves the right to revise policies at any time and to discontinue any project that fails to meet requirements.

Crowdfunding Project Information

Student Organization Name: _____

Crowdfunding Cycle: ☐ Fall 20_____ ☐ Spring 20_____

Agreement
By signing below, I confirm that I have reviewed the SIUE Foundation Crowdfunding Guidelines and agree to fulfill the responsibilities of a Project Leader as outlined above.

Project Leader Name (Printed): _____

Project Leader Signature: _____ Date: _____

Faculty Advisor Name (Printed): _____

Faculty Advisor Signature: _____ Date: _____