

CSU Crowdfunding

Definition: Crowdfunding describes the practice of funding a project or venture by raising many small donations of money from a large number of people, typically via the Internet. It can be used to raise funds for a wide variety of projects initiated by faculty, staff and students at Clayton State University.

If your fundraising activity will support a recognized student organization (RSO), it must go through an application process and is subject to approval by the Student Affairs Business Office. The crowdfunding project must be acceptable based on the business policies and procedures for student organizations. Applications must be submitted online via Community. Please see the [Business Policies & Procedures for Student Organizations](#) for further details and for applicable guidelines for student organizations.

If you are not a member of an RSO, but your fundraising is associated with an approved university program or will support a CSU-related event or activity, it will need to be approved by the VP for Business and Operations and/or the VP for University Advancement. The University has an agreement with MobileCause, a leading mobile and online fundraising and communications software, and it may be recommended that you use this tool. Please provide us with details regarding your planned crowdfunding activity at [Crowdfunding Event Survey](#).

Please do not proceed with your fundraising efforts until your activity has been reviewed and you receive further instruction from University Advancement.

Examples of fundraising associated with an approved university program or in support of a CSU-related event or activity:

- A faculty member and group of students raise money to go on an educational field trip.
- CSU cheerleaders and athletic department raise money for new uniforms.

Examples of fundraising **not** associated with an approved university program or in support of a CSU-related event or activity:

- A group of CSU students raise money on their own to go on a field trip.
- A group of faculty and staff members raise money for disaster relief.

CSU Crowdfunding Guidelines

For academic and administrative units:

1. Please provide us with details regarding your planned crowdfunding activity at [Crowdfunding Event Survey](#). **Do not proceed** with your fundraising efforts until your activity has been reviewed and you receive further instruction from University Advancement.
Choose a crowdfunding site that is best suited to the needs of your fundraising event. Be mindful of the platform and transaction fees charged by the site. The University has an agreement with MobileCause, a leading mobile and online fundraising and communications software, and it may be recommended that you use this tool.

The following are some additional sites that are examples of crowdfunding platforms that are well suited for student fundraising projects for such things as educational expenses and volunteer trips:

- GoFundMe.com
 - GoGetFunding.com
2. Donations made through crowdfunding sites will not receive an official CSU Foundation tax receipt. Donors should consult with their own tax advisor regarding tax implications of their donation.
 3. Crowdfunding relies on the personal and social networks of the project team to drive traffic to the team's crowdfunding page. Email lists used in support of these campaigns should only come from the personal contact lists of those involved in the project and should not be pulled directly from any official University emails lists.
 4. A student-athlete may not use his or her name, picture or athletics reputation to solicit funds through a personal online profile or crowdfunding site, except as permitted by NCAA legislation. Student-athletes need to be aware of any other NCAA or Peach Belt Conference rules that might apply to the crowdfunding activity. Failure to comply with these rules could impact scholarship and eligibility status. Student-athletes are encouraged to discuss any plans for fundraising activities with the Athletics Compliance Officer.
 5. The Clayton State University Foundation reserves the right to reject crowdfunding donations obtained without prior registration with the Division of University Advancement.
 6. Although registration of any crowdfunding activities by students, faculty and staff is requested, contact with the Division of University Advancement does not indicate endorsement or exception to the "External Fundraising Policies and Procedures" adopted by the Board of Trustees of the Clayton State University Foundation.

For fundraising events not associated with an approved university program or supporting a CSU-related event or activity:

Items 1 – 7 above, plus:

7. When using a crowdfunding site, a student or employee may disclose that they attend or work at CSU, but they must indicate that the fundraising project is not sponsored by the University. Also, they may not use University name or logo in any crowdfunding communication.
8. Clayton State does not accept any responsibility for the care, processing, and or holding of any funds received in regards to this type of funding activity. The University accepts no obligation to provide any tax information to donors who provide funds to this funding activity. Any funds provided to this funding activity are at the risk of the donor. Donors should consult with their own tax advisor regarding tax implications of their donation. This activity is not associated with Clayton State University and the university does not support the activity financially, administratively, or in any other fashion.
9. All students, faculty and staff utilizing crowdfunding are required to comply with all laws and applicable University policies and procedures including conflicts of interest, intellectual property rights, and all other compliance requirements.