



What is crowdfunding?

It is a type of fundraising where many modest-sized gifts from many individuals in a short time frame add up to accomplish a specific goal.

Is crowdfunding the right choice for you?

When considering a crowdfunding project as a method of fundraising, it's important to remember that crowdfunding is a tool and is not a magic bullet. There needs to be a robust marketing strategy in place, an existing audience, and the right tool to achieve your goals.

Is your crowdfunding project philanthropic?

Before you get started, you need to determine whether or not your crowdfunding project is philanthropic. It is considered philanthropic if:

- Donation meets IRS standards for a charitable gift
- We have the ability to record and report on the gift and provide a receipt for the donor
- The money is used by U-M
- If used to fund collaborative research, U-M must be the primary investigator

A donation to your crowdfunding project is not recognized by U-M as a gift when:

- Financial aid/compensation to a specific person
- Funds are used for the purchase of equipment, furnishing, labs, travel, or specific individuals or sponsored activities
- Funds go into an account over which the donor has expenditure control
- The recipient is not recognized as a charitable organization
- Sponsor/donor requires specific deliverables (evaluation, training, final report, etc.)

How can you get started?

If you are interested in pursuing a crowdfunding campaign, we encourage you to fill out our [Crowdfunding Interest Form](#). This will allow us to learn more about your goals and objectives and help determine the best platform for your needs, or if we can recommend other solutions.

Some of our in-house solutions include:

- Leveraging the excitement during Giving Bluesday
- Our robust online giving website, combined with email/social media campaigns
- Luminate/TeamRaiser (OUD's in-house peer-to-peer platform)

For peer-to-peer campaigns where we do not recommend our existing in-house resources, our preferred vendor is CrowdRise. OUD has a process in place for how to set up and execute a CrowdRise campaign, and Gifts & Records Administration (GRA) is familiar with how to process these gifts. We do not have processes in place for other third party sites. If you do use any other third party sites, such as Kickstarter, you cannot use the U-M logo in any form. This includes the logo of any school/college/unit. If you use the U-M name and/or the name of your school/college/unit/organization, you must include the following disclaimer on the crowdfunding page: "Donations to this fundraiser are not considered gifts to the University of Michigan and are not tax-deductible."



Crowdfunding Solutions at Michigan

	Minimum Goal Raised Requirement	Success Rate	Plan	Expected Return	Additional Pricing
Online Giving Links	no minimum	rate depends on plan	requires a marketing plan	range of investment, range of return	no
Giving Bluesday	no minimum	rate depends on plan	leverage existing campaign efforts	medium investment, medium-high return	no
TeamRaiser	if fundraising over 25K consistently	high expectations for success	requires a robust marketing plan	high investment, high return	no
Crowdrise	if fundraising around 3K-25K	more of these campaigns fail	quick and easy to create and requires a marketing plan	high investment, high return	yes