



Policies and Procedures

WarriorFunder is Wayne State University's crowdfunding platform for community-based fundraising. It gives donors an avenue to provide direct support to the schools, programs, and projects at the university that are most meaningful to them. Through WarriorFunder, students, alumni, friends, faculty, and staff can make a collective impact on our campus community.

Before applying, please review the following Wayne State University Crowdfunding Policies. Wayne State University reserves the right to change these policies at any time. If you have any additional questions, please email warriorfunder@wayne.edu.

Wayne State University's Office of Donor Experience, in its sole discretion, will select the participating projects for Wayne State University's online crowdfunding platform, GiveCampus. Wayne State University reserves the right to discontinue an active fundraiser at any time for any reason, including, and without limitation, because of a group's eligibility status or a group's failure to comply with Wayne State University's policies.

WarriorFunder is led by the Office of Donor Experience in the division of Development & Alumni Affairs under the supervision of the WarriorFunder Manager. Project Leaders are responsible for promoting their own campaign to their own prospects via social media, email communications, and on campus; preparing personal thank-you messages to donors; and submitting regular updates on their project to the WarriorFunder Manager.

WarriorFunder Projects must:

- Support the academic and/or research mission of Wayne State University.
- Have all necessary approvals as listed on the WarriorFunder application.
- Spend all raised funds on the project's expenses as stipulated on the project's crowdfunding platform and in the anticipated timeframe per campaign.
- Funds cannot be redirected to a third-party, external charity such as the ALS Foundation, Big Brothers and Big Sisters, etc. Funds cannot be raised as a "Pass Through" to other charities.

WarriorFunder Users must:

- Be a student-led or student-affiliated organization recognized by the Dean of Students Office (DOSO) or a designated school, college or unit, with an existing fund account.
- Have a passion for Wayne State University and our Warrior community.
- Be in good academic and disciplinary standing at Wayne State University.
- Have a defined project that:
 - Is specific, feasible, and limited in scope.

- Can be easily described to the Wayne State community and the general public.
 - Includes a viable plan of action and budget.
 - Can use the platform to raise adequate funding within 4 weeks (typically in the \$1,000 to \$5,000 range).
- Be willing to commit to work on a campaign for a period of at least 8-10 weeks.
- Work with the WarriorFunder Manager in the Office of Donor Experience to:
 - Train to use the University's crowdfunding platform, GiveCampus.
 - Set two (2) goals for use of the funds to be raised:
 1. A feasible actual goal.
 2. An unpublicized stretch goal.
 - Identify one or more lead donors who will commit gifts at the start of the campaign.
 - Develop levels of giving and/or perks.
 - Refine an outreach and communications plan.
 - Create content such as a page video, project description, etc.
- Have 1-2 assigned Project Ambassadors of the campaign who will:
 - Act as the face(s) of the campaign.
 - Create lists to contact to promote the campaign.
 - Work directly with the WarriorFunder Manager.
 - Ensure funds are used according to proposed budget.
- Have at least 3-5 dedicated group members who will:
 - Commit daily to promoting and managing the campaign.
 - Create content for project pages.
 - Directly contact lists of supporters and fans.
 - Work with outside organizations to promote the campaign.
 - Promote the campaign via the group's official social media network channels.
 - Create 6-8 updates during the campaign to provide insight into how the donations are being deployed.
 - Create 3 post-campaign updates to advise donors on the impact the funding had.
 - Ensure donor stewardship and follow-up.
- Have a communications and outreach plan that includes:
 - Consent to the guidelines and design standards set forth by Wayne State University's Development Communications policies.
 - Plan of action for using different channels to promote the campaign.
 - A list of people who work as Social Media Ambassadors to spread news of the campaign throughout social media and their personal networks.
 - Strategy for the creation of:
 1. A video detailing the project that does not violate any University policies or contain questionable or unfavorable content.
 2. Pictures to supplement project descriptions and updates.
 3. Optional testimonials or supplemental content.
 - A follow-up plan that includes:
 1. Personal thank-you messages to donors.
 2. Submission of updates on how they will be spending the funds (for example, notifying donors through WarriorFunder that the group reached their goal and will now be purchasing new equipment this month).
- Use funds **only** as stated in the group's project description.

- Not use funds in ways that violates the Wayne State University's Student [Code of Conduct](#) nor [Policies](#), or promote illegal or undesirable behavior, nor keep any portion of the funds raised as profit or compensation.
- Not violate any existing University policies to run or promote the campaign.

Please Note: Projects that have more outreach are more likely to succeed. Research shows that groups with 30% fulfillment of their goal within 48 hours are most likely to achieve their total goal.

Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, no more than 4-6 weeks. If the project is not funded within the allotted timeframe, the funds raised will still be allocated to the project; however, Wayne State University will remove the project from the crowdfunding platform and will no longer actively market the project.

