Policies and Procedures

WarriorFunder, Wayne State University's official crowdfunding platform, enables students, alumni, friends, faculty and staff to make a collective impact on our student community. Crowdfunding gives donors another way to find their passion. Whether through research, community outreach, entrepreneurship or student projects, WarriorFunder gets your calling in front of the world.

WarriorFunder is led by the Office of Alumni Relations and Annual Giving 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 current and prospective donors via social media, email communications and in-person communications. They are responsible for preparing personal thank-you messages to donors and submitting regular updates on their project to the WarriorFunder manager.

Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, typically 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.

WarriorFunder Applications must:

- Set two (2) goals for use of the funds to be raised:
    - A feasible actual goal that will be listed on project page.
    - An unpublicized stretch goal.
- Have one or more lead donors identified who will commit gifts at the start of the campaign.
- Have 1-2 assigned Project Ambassadors identified who will:
    - Act as the face(s) of the campaign.
    - Create targeted solicitation 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 identified 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 campaign progress.
    - Create at least 1 post-campaign update to inform donors on the impact of their gift.
    - 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:
    - A video detailing the project that does not violate any University policies or contain questionable or unfavorable content.
    - Pictures to supplement project descriptions and updates.
    - Optional testimonials or supplemental content.
  - A follow-up plan that includes:
    - Personal thank-you messages to donors.
    - Submission of updates on how funds will be spent (for example, notifying donors through WarriorFunder that the group reached their goal and will now be purchasing new equipment this month).

WarriorFunder Users and Projects must:

- Support the mission of Wayne State University.
- Have a passion for Wayne State University and our Warrior community.
- Have one of the following affiliations to Wayne State:
  - A student-led or student-affiliated organization recognized by the Dean of Students Office (DOSO) or a designated school, college or unit.
  - A faculty-led group with project goals specific to Wayne State research, scholarships, or other department initiatives.
- Must have an existing fund account set up through DOSO or a designated school, college or unit.
- If students, 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 6 weeks (typically in the $500 to $3,000 range).
    - Evergreen projects, that raise funds for an ongoing cause, will not have this time constraint
- 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 Alumni Relations and Annual Giving to:
  - Train to use the University's crowdfunding platform, ScaleFunder.
  - Develop levels of giving and/or perks.
  - Create content such as a page video, project description, etc.
- Use funds **only** as stated in the group's project description.
- Not use funds in ways that violate 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.

- Not redirect funds 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.

Project Lifecycle Procedures

Applications
- Anyone is welcome to apply at https://forms.wayne.edu/59248e7a5aca2
- You will be notified about whether your application was approved or denied within 5 business days.

Quiet Phase
- Project is set up on the Scalefunder platform. Project leaders will receive an invitation from Scalefunder
- Introduction/Welcome email is sent to project leaders
- In-person meeting is scheduled with project team members and WarriorFunder
  - Go over what page looks like to donors
  - Go over back end of site
  - Review potential donors, 6-week schedule (time frame is flexible), messaging, content
- Inform WarriorFunder manager that page set-up is complete
- WarriorFunder manager will activate page.
- It will be hidden from the main project page until 30% of goal is reached.

Active Phase
- Communicate once a week with WarriorFunder manager for progress reports, questions, concerns, etc.
  - WarriorFunder manager will offer suggestions for keeping the momentum going
  - Social media posts, updates, reaching out to friends/family in person, reaching out to faculty advisor, department heads, similar groups/orgs on campus, s/c/u
- Reach out to friends and family with targeted emails, social media posts and in-person conversations about your project.
- Meet with communicators from your school/college/unit to promote the project on official social media channels and newsletters
  - Your project will be included in one of the Alumni Association monthly emails as well as a post on the Alumni Association social media pages

Stewardship Phase
- Project leaders will receive completed project confirmation email
- Project leaders will create a "thank you" update on project page/social media.
- Project leaders will receive reports with address information to fulfill perks/save the emails for further correspondence of those who donated.
- ALL perks must be completed 2-4 weeks after project is completed.
  - If perks are not fulfilled, you will receive emails from the WarriorFunder manager until they are fulfilled.
- Keep in touch with donors in order to ensure future support.

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.
- Projects that attempt solicitation to non-targeted, Wayne State community-wide lists are prohibited.
- Planned solicitation to Faculty/Staff targeted email lists must be approved by the WarriorFunder manager and Office of Alumni Relations and Annual Giving.

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 ***.***

The Office of Alumni Relations and Annual Giving at Wayne State University, in its sole discretion, will select the participating projects for Wayne State University's online crowdfunding platform, **WarriorFunder**. Wayne State University reserves the right to discontinue an active project 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 the Wayne State University's policies.

Effective April 1, 2005 the Board of Governors approved a 2 percent administrative fee on cash gifts to expendable funds to offset the cost of the university's fundraising efforts. Gifts to endowed funds are not charged an administrative fee, as the administrative fee on endowments is assessed on the earnings only.