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. Through research, community outreach, entrepreneurship, or student projects, your calling can be guided through Wayne’s programs to get your big idea in front of the world.

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.

WarriorFunder is led by the Office of Alumni Relations and Annual Giving in the division of Development & Alumni Affairs under the supervision of the Social Media/Communications Officer. 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; preparing personal thank-you messages to donors; and submitting regular updates on their project to the Social Media/Communications Officer.

Each project will be hosted on the crowdfunding platform for a pre-determined amount of time, in most cases up to 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.

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.

**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 Social Media/Communications Officer.
  - 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 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:
    - 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 must:**

- 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.
- Have a passion for Wayne State University and our Warrior community.
- 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 4 weeks (typically in the $500 to $3,000 range).
- Be willing to commit to work on a campaign for a period of at least 8-10 weeks.
- Work with the Social Media/Communications Officer 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.
WarriorFunder Projects must:

- Support the 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.
- Be specific, feasible, and limited in scope.
- Be easily described to the Wayne State community and the general public.
- Include a viable plan of action and budget.
- Use the platform to raise adequate funding within 6 weeks (typically in the $500 to $3,000 range).
- 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.

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 Social Media/Communications Officer and Office of Alumni Relations and Annual Giving.