Crowdfunding for SSOs (aka Third-Party Online Fundraising)

The donor needs to be informed that they are giving a gift (charitable contribution); nothing can be expected in return. If donors may receive an item in return for giving, like a raffle, contact the Engineering Gift Team (enggiftcontacts@umich.edu) about instructions for an online raffle.

- Gifts cannot be made in support of a specific student, faculty member or researcher.
- Donors cannot require specific deliverables such as evaluation, training, final report, etc.

Crowdrise: Crowdrise may be used if the fundraising goal is under $50,000, and all the above criteria are met. Crowdrise is the UM-approved third-party site for online fundraising.

- SHORTCODE: Your shortcode must be approved by the Engineering Gift Processing Team.
- VERBIAGE: The verbiage you are using on the website must be approved by Engineering Gift Processing Team (enggiftcontacts@umich.edu).
  - Make it clear to donors that they are giving to the University of Michigan in support of your student organization. Donors are NOT giving directly to your student organization.
  - If U-M is not the recipient, see “Fundraising When U-M is Not the Recipient” below.
  - This statement must be included at the end of your verbiage:
    “The Regents of the University of Michigan has 501(c)(3) non-profit tax exempt status; our federal tax ID number is 38-6006309.”
- Complete the Crowdrise Approval Form (https://www.formstack.com/forms/?1650923-K1UZpK6qDM). After your fundraiser is approved by Gifts & Records Administration, go to the U-M Crowdrise website: https://www.crowdrise.com/umich and select “Fundraise for this Charity.”

Best Practices

- Use impact-based storytelling. Make it clear how donations help. Consider including a video.
- Plan out your campaign. Start with a central group of donors to get started, and use those donors to expand your circle of influence.
- Plan out your communications. Over the lifespan of the campaign, you want to provide more than one message in order to attract a wider variety of donors.
- Be sure to thank your donors, and keep them updated on the impact and importance of their gift.
  - Contact the Engineering Gift Processing Team (enggiftcontacts@umich.edu) for a report of donor gifts and U-M procedures and guidelines for using this data.

Fundraising When U-M is Not the Recipient

Kickstarter / GoFundMe (IRS does not consider this to be a gift.)

- Do not use the U-M logo in any way.
- If you mention U-M or the name of your school/college/unit/organization, you must include a disclaimer on the crowdfunding page: “Donations to this fundraiser are not considered gifts to the University of Michigan, and are not tax-deductible.”
- Giving to these projects may be considered taxable income. Donors should consult a tax professional.

NOTE: VSOs can crowd fund but the money received would not qualify as gifts (aka charitable donations for tax purposes).