



POLICY TITLE: Campus-wide Crowdfunding/Crowdsourcing Policy

POLICY PURPOSE: The Fort Hays State University policy for soliciting donations using crowdfunding from the general public, including students alumni, faculty/staff, etc.

BACKGROUND: The use of third-party crowdfunding platforms to raise money to support FHSU related projects is becoming increasingly widespread. In response to this trend, FHSU has developed the following policy and procedures below to guide projects seeking to use funds raised through crowdfunding mechanisms.

APPLIES TO: The following policy and procedures apply to all faculty, students and staff using a crowdfunding platform to generate funds to support projects that use FHSU facilities, equipment or resources.

DEFINITIONS: **Crowdfunding:** the practice of funding a project or campaign by soliciting relatively small donations of money from a large number of people, typically via the Internet.

Crowdsourcing: the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.

Campaign: a fundraising effort launched on an Approved Platform that is designed to raise a specific sum of money within a defined timeframe to meet an advertised goal or need.

FHSU resources: refers to the use of FHSU's branding, name or logo, FHSU intellectual property, FHSU IT or computing resources (e.g. FHSU computers and Internet networks), FHSU research or laboratory resources, FHSU facilities, or FHSU email lists. This list is not exhaustive, and this definition is intended to be construed broadly to encompass any/all FHSU resources used in any Crowdfunding or Crowdsourcing Project.

CONTENTS:

POLICY STATEMENT: Use of crowdfunding to raise funds at FHSU as described in this policy and accompanying campus crowdfunding procedures is subject to FHSU rules, policies, compliance regulations and state and federal law.

FHSU's official third-party crowdfunding partner is currently EverydayHero Pro by Blackbaud. The crowdfunding platform is managed by the FHSU Foundation. No other vendor or platform may be used to fund FHSU based initiatives without written consent from the appropriate Vice President at FHSU in consultation with the President of the FHSU Foundation.

Campaigns or projects that use FHSU resources, or affiliate themselves with

FHSU in any capacity, must receive institutional approval from the appropriate Vice President at FHSU in consultation with the President of the FHSU Foundation.

FHSU's constituent information (email, phone, address, etc.) may not be used without prior approval by the appropriate Vice President of FHSU in consultation with the President of the FHSU Foundation.

**EXCLUSIONS OR
SPECIAL
CIRCUMSTANCES:**

**RELATED
DOCUMENTS:**

Policies:

Forms: Request for Approval of Crowdfunding

Other: Crowdfunding Procedures

KEYWORDS:

**RESPONSIBLE
OFFICE:** VP for Administration and Finance

**RESPONSIBLE
UNIVERSITY
OFFICIAL:** Vice President

ORIGINATION DATE: 1/30/2019

CHANGE HISTORY: Adopted by President's Cabinet 2/27/2019
