

# Welcome to Click

The Essex crowdfunding platform

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You're just a few moments away from starting your project with *Click*, the Essex crowdfunding platform. The platform is managed by the Advancement Office and is available to students, staff and alumni of the University of Essex.

There are a number of guidelines that we ask you to follow when creating your project and using the website. If you're unsure, send us a message.

## What is Crowdfunding?

Crowdfunding is funding a project or venture by raising lots of small amounts of money from a large number of people, typically via the Internet.

Donation-based crowdfunding is asking a group to donate to your project in exchange for tangible, non-monetary 'rewards' such as an e-card, t-shirt, tickets to your show or a behind the scenes tour. It allows you to market your project, get people talking about it, and hopefully get the support you need. People will not just fund you though – crowdfunding only works if you actively encourage your networks, your friends, family and colleagues to support your project.

Crowdfunding can be fast, efficient, and effective if done right. The more creativity and fun you have, the more likely it is you'll get funded.

## What kinds of projects are suitable for crowdfunding?

Crowdfunding is not limited to a certain kind of project. There is no discrimination, only great ideas!

Projects can be about anything – but they should focus on the benefit they will provide to students, the University, alumni or the wider community. Projects will be judged for suitability on their goals, their creative or innovative merits, and the level of organisation and commitment demonstrated by you and your team.

Examples of projects suitable for crowdfunding include:

- funding a new piece of equipment for a sports team or society
- supporting performances and theatrical or film productions
- trips and expeditions
- competition entry (sporting or other)
- community and volunteering projects
- conferences and events
- entrepreneurship and social enterprise

Projects that aim to generate financial profits for the funders and/or project owner are in the main unsuitable for crowdfunding through Click.

Your project must reflect at least one of the four core values. These are:

Culture of membership	Essex Spirit	Global community and outlook	Research mindset and skills
<p>Our students are "members" of our university – for life.</p> <p>Projects in this category should enhance our mutually supportive community, enabling our members to develop interests, build friendships and embrace values which transform their lives and careers.</p>	<p>Essex provides a home for the tenacious, the bold, the inquisitive and those impatient for change.</p> <p>Projects in this category should support our members in breaking intellectual boundaries, extending the frontiers of knowledge and pioneering solutions to issues of global concern.</p>	<p>You can discover the world in one place at Essex.</p> <p>Projects in this category should encourage members to develop a cultural sensitivity along with a genuine world view that prepares them for life as global citizens</p>	<p>At Essex, our students partner with academics, informing and actively participating in research.</p> <p>Projects in this category should equip students with research skills, stimulate their curiosity to question conventional wisdom and nurture their desire to pursue new ideas.</p>

## Guidelines

### **“I am a member of the University of Essex”**

Applicants need to be a member of the University of Essex - student, staff or alumni. In the case of projects undertaken by or on behalf of Students' Union clubs or societies, the applicant must be a current student, and if a final year student, should complete or hand-over the project before graduating.

### **“I will deliver projects and the rewards that I promise”**

This is a community built on trust. Please ensure you are serious about delivering the rewards you promise and completing your project as described. Rewards can range from special mentions to actual items.

### **“I will not offer securities in return for donations”**

“Securities” are financial instruments (e.g. shares, bonds, etc.) and must not be offered as they count as ‘monetary rewards’. If you're unsure about certain rewards, send us a message.

### **“I will not use the website to “fund my life” or to fundraise for other charities.”**

For example, projects seeking to raise funds to pay rent, fund tuition fees, buy a Playstation™, or fund your Haribo™ addiction will not be accepted onto Click. We reclaim Gift Aid on behalf of the University for all projects, and HMRC regulations mean that we are unable to support fundraising for other charities.

### **“I understand that my submission will be moderated for content and suitability.”**

We review all projects for suitability, judging them on the quality of the content, their goals, and the level of organisation and commitment demonstrated by the teams behind them, before accepting them on to Click.

### **“It is my responsibility to ensure the success of my project.”**

Whilst some projects may be selected for matchfunding from alumni donors, the majority of funds will always come from what you raise yourself through the platform. By submitting a crowdfunding application, you agree to be responsible for the regular promotion of your project and for fundraising from your family, friends, teammates, colleagues and their networks.

By submitting your project to Click, you confirm the following:

- You are a member of the University of Essex (staff/student/alumni)
- You will deliver the rewards posted as part of the project
- You will not offer financial securities (e.g. shares etc.) for donations
- You will not use the platform to ‘fund my life’ or to fundraise for other charities
- Agree that your project submission will be moderated for content and suitability
- It is your responsibility to ensure the success of your project
- The crowdfunding campaign will move your project forward but won't be for profit
- You will report on the project's success to the Advancement Office
- Should your project be funded but not go ahead, you agree to return all funds, via the Advancement Office, to reimburse donors
- You will not store any data or information on your donors

## Click Matchfunding

### **What is matchfunding?**

Matchfunding is where a group or organisation agrees to ‘match’ donations received to a project, £1 for £1, up to an agreed limit. For example, £100 of matchfunding means that every £1 raised will be worth £2, until the project total reaches £200.

### **Where does the matchfunding come from?**

Our matchfunding comes from alumni of the University. Over 1,300 alumni have contributed to student projects at Essex since the scheme was set up in 2002. The money raised from these alumni will be used to support Click projects and to give students the boost they need.

### Criteria to receive matchfunding:

- Applicable to student-led projects only.
- Projects should not be more than **£3,000**.
- We will match fund **50%** of the minimum project target, up to a total match-fund value of **£250**.

Note: All the above apply until **31.12.2017**. After this period the criteria are subject to revision.

## Why use Click?

Click can help you raise money for your project, allowing donors to connect with your campaign and make your project a reality. Before your project goes live, the Advancement Office is here to help you get it just right.

There's a range of support you can access at each stage of the process to help you develop your project, craft your campaign, build your crowd and turn your idea into a reality:

- The Advancement Office will share and promote all projects to alumni and other contacts via our social networks so your project will be shared with a wider University audience
- Click uses University branding, so donors will be reassured that your project has the backing of the University
- The Advancement Office will be able to discuss potential matchfunding opportunities with you including matching funds from Essex alumni and friends.
- As well as access to specialist support available on the online platform, you will also benefit from personal support from the Advancement Office as well as training and workshop opportunities
- The Advancement Office will provide administrative support to get your project live and process gifts and payments.
- We cover all transactional and other administrative fees on your behalf, so that you can receive 100% of your pledges.
- Click is the Gold Winner of the CASE Circle of Excellence Award in the Challenge Grant & Matching Gift Program Category. The only University crowdfunding platform in the world to ever win a CASE award!

## Deadlines

**NOTE:** Students going to Edinburgh/Camden/London Fringe should apply by 01.June that year.

# Crowdfunding process

## Idea formulation

You will need to discuss your idea with the relevant department representative to check the project is right for crowdfunding. Who to see will depend on what the project is about:

Academic research	Kai Yin Low, Research Development Manager	<a href="mailto:kylow@essex.ac.uk">kylow@essex.ac.uk</a>
Arts and theatre	Barbara Peirson, Artistic Director	<a href="mailto:bpeirs@essex.ac.uk">bpeirs@essex.ac.uk</a>
Employability	Steve Hill, Faculty Employability Officer	<a href="mailto:sjhill@essex.ac.uk">sjhill@essex.ac.uk</a>
Entrepreneurship	Christine Michaelis, Enterprise Officer	<a href="mailto:cmichaa@essex.ac.uk">cmichaa@essex.ac.uk</a>
Societies	Rae Waddon, Societies Manager,	<a href="mailto:rwaddon@essex.ac.uk">rwaddon@essex.ac.uk</a>
Sports clubs	Dominic King, Sports Development Manager	<a href="mailto:dsking@essex.ac.uk">dsking@essex.ac.uk</a>
Everything else!	James Martin, Regular & Planned Giving Officer	<a href="mailto:click@essex.ac.uk">click@essex.ac.uk</a>



## Project submission

Once approved, you will then need to sign up to the Click website (<https://click.hubbub.net/home/>) and submit your project proposal. The website features several handbooks on how to get the best from your project which should be reviewed thoroughly. Once submitted, your project will then be reviewed for suitability by Advancement staff.



## Project hosting

When you've got the ok, your project will be given a date for going live. It is at this stage that any potential match-funding of your project will be assessed. There is the potential to offer match-funding to selected projects up to 50% of the total project cost (to a maximum of £500).



## Project live

The project is live on the site for a maximum of 5 weeks. It is your responsibility to promote the project to your networks and to fundraise for your project.



## Project success

When you reach your target (and you will!), all donations from your pledges are taken and held in a University account. Shortly afterwards, Advancement will be in touch about disbursing your funds to you as soon as possible.



## Project report

It is very important that you deliver the rewards that you have promised supporters within the agreed timescale. Also, upon completing the project, you should report to Advancement its success to feature in future promotional material.

**For further information or assistance in developing  
a project idea contact:**

**James Martin, Alumni Relations Officer,  
Advancement Office,  
Tel: 01206 874472, Email: [click@essex.ac.uk](mailto:click@essex.ac.uk)**

**[www.essex.ac.uk/see/click](http://www.essex.ac.uk/see/click)**