



GUIDELINE

Before applying for project consideration, please review the following South Dakota State University Crowdfunding Policies. The purpose of the South Dakota State University Crowdfunding Policy is to ensure that fundraising campaigns and projects undertaken by individuals or groups that claim to do so on behalf of South Dakota State University or affiliated entities with South Dakota State University, receive the necessary approvals and are subject to all South Dakota State University rules, policies, compliance regulations and state and federal law. The Policy is aimed at protecting the use of South Dakota State University's name, brand, and logo, and ensuring that such fundraising and related crowdfunding projects are consistent with the University's interests and are appropriately designed and presented to the donor community. SDSU reserves the right to change these policies at any time

I. Purpose

What is crowdfunding? Crowdfunding is the method of raising small donations from a large number of people to provide funding for a particular project or campaign, typically done via digital channels.

II. The Policy

- a. This policy applies to:
 - i. South Dakota State University staff/faculty, administrators and other individuals who associate themselves with South Dakota State University, including alumni and parents. Applicants must be faculty/staff, students, or alumni of South Dakota State University.
 - ii. Outside groups, club, or organizations formally affiliated with South Dakota State University who claim to represent and/or be raising funds for South Dakota State University or a South Dakota State University group or organization through use of a crowdfunding project or campaign, such as alumni organizations.
 - iii. Graduate and undergraduate students who are using crowdfunding in connection with Project/Campaigns which involve research or scholarly or creative works.
- b. All Crowdfunding projects will need to go through an approval process before launching a campaign. All Projects/Campaigns must be approved by the SDSU Foundation Office of Loyalty Giving and be consistent with the [policies of SDSU](#).
 - i. For SDSU students and student organizations, upon receipt of your application, the SDSU Foundation Loyalty Giving staff will reach out to the college or unit on your behalf to secure permission from the necessary parties.
 - ii. Once a Project/Campaign has been approved, it is up to the Crowdfunding Creator of the Crowdfunding Project/Campaign to submit a strategy for their project as well as any marketing materials (videos, photos, etc.).
 - iii. All Project/Campaigns must be approved in accordance with this vetting process and must otherwise comply with this Policy before they are published to, or go live, on any crowdfunding site. Crowdfunding Creators

are encouraged to seek approval as early as possible as it may take 30 days or more for South Dakota State University final approval decisions.

- c. Crowdfunding uses the personal and social networks of the Project/Campaign team to drive traffic to their crowdfunding page. Email lists used in support of these campaigns will only come from the personal contact lists of those involved in the project, and will not be pulled directly from the university alumni donor database or from any other centralized university email list, unless authorized to do so by the university.
- d. Use of the SDSU Insignia or Logo or any other related promotional materials, must have permission through the [University Marketing and Communications](#).
- e. All gifts must be compliant with the South Dakota State University mission of being a public, land-grant University to support the distinct character of the state and its people.
- f. Crowdfunding projects cannot violate any federal, state, or local laws or any SDSU administrative regulations. In the process of carrying out research activities, SDSU must comply with federal, state, and Board of Regents regulations and policies. Individual SDSU research investigators also must comply with all those regulations and policies and with the relevant SDSU policies and procedures governing research.
- g. Projects/Campaigns must support SDSU programs and initiatives. Funds cannot be redirected to a third-party, external charity such as the ALS Foundation, Children's Miracle Network, etc.
- h. Projects/Campaigns should have specific goals and be driven by tangible accomplishments. Projects/Campaigns without a specific goal are generally less successful and may not be approved.
- i. All dollars raised must be spent on the project's expenses as expressed on the project's crowdfunding platform, all funding will be used for the stated intention, and will be used within the anticipated timeframe per campaign.

III. Procedure

1. Create Project:
 - a. Come up with an idea for a Project/Campaign you are passionate about or an area you are looking to support.
 - b. Set a goal of what you wish to achieve through this Project/Campaign. Project goals are set on a case-by-case basis and generally do not exceed \$10,000. We personally recommend a goal of no more than \$5,000.
 - c. Create a message that you wish to get across to your target audience.
 - d. Build a team of 5 (or more) individuals who share your passions.
 - e. Review through the information on our Crowdfunding page as well as these guidelines to ensure that your project is eligible to fundraise.

- f. Start brainstorming your strategic plan for marketing your idea.
 - i. Who is your target audience and how do you plan to contact/connect with them?
 - ii. What social media platforms will you use?
 - iii. What types of visuals will you plan to use & how will you implement them (video, pictures, etc.)? *Please include these if you have them available.*
2. Submit for Moderation:
 - a. Submit your project online to the [Rabbit Raisers Crowdfunding](#) platform. Be as detailed as possible. If approved, the content in the application will be used to create your page.
 - b. Please allow 7-10 business days for the Loyalty Giving staff to review your project.

**Keep in mind that you'll want to submit your idea 4-6 weeks prior to when you would like to "launch" your campaign.*
 - c. Once a Project/Campaign has been approved, you will be notified by a member of the Loyalty Giving staff to begin the process of launching your Project/Campaign.
 3. Launch Campaign:
 - a. Once your Project/Campaign has been approved, a member of the Loyalty Giving Staff will schedule time to meet with you and your team to review logistics and talk next steps.
 - i. We'll meet to review expectations, discuss goals, and overall objective.
 - ii. Finalize your developed plan for reaching your target audience.
 4. Promote to Network:
 - i. Send out emails.
 - ii. Create hype on social media.
 - iii. Raise awareness.
 - iv. Keep your audience up to date on progress.
 5. CELEBRATE!
 - a. Once campaigns ends, it will be up to you and your team to send out information on what you've raised and how their contributions will help your Project/Campaign.
 - i. Our Loyalty Giving team will generate a report of all project donors to send to the Crowdfunding Creator.

- ii. Send out thank you's to your donors.
 - iii. Update them on your final results.
 - iv. Update your social media platforms.
- b. Collect Funding.
 - c. CELEBRATE YOUR SUCCESS!

IV. Crowdfunding Terms:

“Affiliates” refers to South Dakota State University students, faculty, staff, and administration and other members of South Dakota State University -affiliated groups or organizations or other individuals who associate themselves with South Dakota State University, including alumni and parents, who claim to represent and/or be raising funds for, South Dakota State University or an SDSU Affiliated Entity.

“Affiliated Entity” refers to a group, club, or organization affiliated with or sponsored by South Dakota State University. These include but are not limited to student clubs both informal and registered, alumni groups, an academic department, or a research laboratory led by a South Dakota State University faculty member.

“SDSU Crowdfunding Platform” is the Rabbit Raisers which is South Dakota State University's [community fundraising platform](#) that is restricted to use by Affiliates.

“Project/Campaign” refers to any type of crowdfunding undertaken by Affiliates.

“South Dakota State University Resources” refers to the use of South Dakota State University's branding, name or logo, South Dakota State University intellectual property, South Dakota State University computing resources (e.g. South Dakota State University computers and Internet networks), South Dakota State University research or laboratory resources, South Dakota State University facilities, or South Dakota State University email lists. This list is not exhaustive, and this definition is intended to be construed broadly to encompass any/all South Dakota State University resources used in any crowdfunding Project/Campaign.

“Third-party crowdfunding” refers to any crowdfunding vendor, website or service provider (e.g. Kickstarter, Indiegogo, GoFundMe) not owned, licensed or operated by South Dakota State University.

“Crowdfunding Creator” is the Affiliate who has proposed a crowdfunding Project/Campaign and who is responsible for leading the Project/Campaign efforts and is the key contact person

V. III. Related Policies and References

- [SDSU Research Compliance](#)
- [Research Misconduct Policy](#)

- *Forms*
 - [Description of Financial Interest \(Confidential\)](#)
 - [Financial Interest Disclosure](#)
 - [Public Health Service Financial Disclosure](#)

- *Policies and Procedures*
 - [SD BOR Policy Manual 4:32: Investigator Financial Disclosure](#)
 - [SD BOR Policy Manual 4:35: Conflict of Interest](#)
 - [SD BOR Policy 4:32:1 Financial Disclosure Policy to Meet the Public Health Service Regulation](#)

- **Research Involving Human Subjects**
 - At SDSU the Human Subjects Committee is equivalent to the federally mandated Institutional Review Board (IRB). The Human Subjects Committee reviews research projects involving human subjects. More information can be found on the [Human Subjects Web page](#).
 - [Human Subjects Application Form](#)

- **Research Involving Animals**
 - The [Institutional Animal Care and Use Committee \(SDSU-IACUC\)](#) oversees SDSU's animal programs, facilities, and procedures and provides assurance to federal agencies that SDSU is in compliance with federal regulations on the humane care and use of animals in research. (The link points to InsideState, SDSU's faculty and staff portal.)

- **Environmental Health & Safety**
 - This is a broad area of research compliance covering Biological Safety (e.g., blood borne pathogens, release of genetically modified organisms, recombinant DNA), Chemical Safety (chemical hygiene plan), Radiation Safety (NRC compliance), and Laboratory Safety (OSHA standards, EPA regulations).

- [University Policies and Procedures.](#)
 - [Academics](#)
 - [Student Affairs](#)
 - [Human Resources](#)
 - [Finance and Business](#)
 - [Facilities](#)
 - [Technology](#)
 - [Research](#)
 - Intellectual Property
 - Safety and Security
 - Centers and Affiliated Units

- [Graphic Identity Standards.](#)