



Crowdfunding with the Wichita State University Foundation and GiveCampus *(General Information and Helpful Hints)*

The WSU Foundation is pleased to provide the opportunity for project-based fundraising to the Wichita State campus community. We have contracted with GiveCampus, a leading provider of social media fundraising platforms for institutions of higher education, to help facilitate a platform to raise money for projects that may not otherwise fit within University provided budgetary funds.

For information on the fees associated with use of this platform, contact Aaron Winter at the WSU Foundation (aaron.winter@wichita.edu or 316-978-3803).

Helpful Hints

If you answer “Yes” to all these questions you’re ready to start creating your campaign!

- Does your project fit within the mission and vision of Wichita State University?
- Are you a current faculty/staff member of WSU? If not, is there a faculty/staff member that is endorsing your project?
 - This does not mean that your campaign has to be created by a faculty/staff member, but each project must have a current employee endorsing it to be considered for approval.
- Does your Dean and/or Administrator know about your project?
 - It is recommended you communicate your project idea with your Dean or University Administrator before creating your campaign on WSU’s GiveCampus Platform – no campaign will be allowed to go live without their approval. After your campaign is submitted, the Foundation will contact the appropriate College Dean or University Administrator to verify their approval of the project. If they are already aware of the project this process will likely be much quicker.
- Is your goal realistic, and do you have alternative plans to fund your project in the event you don’t meet your goal?
- Do you have a committed project team/volunteers with the passion to promote your campaign for support from their own network of contacts?
 - Without a pre-determined group of prospects from within the project team’s network, it will be very difficult to run a successful campaign.
- Do you have a comprehensive and effective outreach strategy?
 - This consists of mostly email and social media, but can include print mail and events.

If you answered “No” to any question(s), your project might not quite be ready for a fundraising campaign, please contact Aaron Winter (contact information listed above) to discuss.