



FundUS at the University of Salford

What is crowdfunding?

At the University of Salford, we like to do things a little differently in order to ensure the maximum benefit to current and future students. Therefore, crowdfunding through the University's hub, FundUS, is here to provide an opportunity to see projects from our community come to fruition. The projects available for crowdfunding have been carefully-selected by the Alumni Engagement & Development team at the University, and are the types of projects that would usually be the focus of our philanthropic work, and where traditional sources of funding may not reach. FundUS recognises just how important the student experience and working with the community is to students having an enriching study experience. Therefore, you may find crowdfunding projects to sponsor students go on placements, to help provide resources to our many clubs and societies, or ensure that student groups can really achieve their full potential.

What do we want from you?

We are looking for exciting projects from dynamic, social media-savvy teams that are in need of funding to use the University's crowdfunding platform, FundUS to raise up to £2,000 for their project from your social media networks, the university's alumni community and beyond.

What types of projects are we looking for?

Yes please:

- ✓ Student-centric projects
- ✓ Projects with tangible outcomes eg. The purchase of equipment, the successful completion of a trip etc
- ✓ Project managers/teams with a 'can-do' attitude and social media savvy
- ✓ Projects that enhance the student experience
- ✓ Projects with entrepreneurship and industry-ready skills as outcomes

No thanks:

- ✗ Projects that contravene the University's values of inclusivity and respect
- ✗ Any fundraising to cover fees. Please visit <http://www.askus.salford.ac.uk/page/fees> if you require further assistance.
- ✗ Any fundraising to cover the cost of living. If you would like to access funding for this, please visit <http://www.askus.salford.ac.uk/page/salford-support-fund>
- ✗ Funding for external charities – the University of Salford has exempt charity status

How much money should I be crowdfunding for?

We will be looking for projects that would like to raise anywhere up to £2,000. However, if you are looking to raise over £1,000, we will be looking to your communications plan when you come to pitch for us, as we would like to be sure that your project has the social media reach to be a fundraising success.

Salford's Values

We act with **HONESTY**, **INTEGRITY** and **RESPECT**.

We are **PROUD** of who we are and we **ENJOY** what we do.

We are committed to **QUALITY** and where we fall short we work hard to make things right.

We embrace **DIFFERENCE** and dare to be different.

We are **FRIENDLY** and **WELCOMING**, creating an environment where people feel safe to work, study and grow together.

We are individually **ACCOUNTABLE** for what we do and collectively **RESPONSIBLE** for our University's success.

The Crowdfunding Charter

By putting your project forward for consideration, you are acknowledging that:

- You are a member of the University of Salford community and are leading on a student-centric project.
- You will deliver the project that you promise in your application
- You are in charge of the success of this project – it is not the Alumni Engagement & Development office's responsibility to raise the funds for you and crowdfunding is not guaranteed money
- The Alumni Engagement & Development office will moderate the content on your page and reserve the right to withdraw any content/projects that contravene the University's IT Acceptable Use policy.
- You will respond to any emails from the Alumni Engagement & Development office within two working days and will provide regular reports on the project's success, as and when requested.
- You will adhere to Data Protection and Information Security principles – you will not contact any donors directly and will communicate with them through the AE&D office only and will not store any of their data.
- You will offer non-monetary rewards (eg. Mugs, cuddly toys etc) NOT financial reimbursement for backing the project.

- You will be a positive ambassador for the University of Salford at all times, including on social media.
- The Project Manager or anyone from the project team will not be profiteering from the proceeds of crowdfunding – 100% of donations will go towards the project's success.

What does crowdfunding offer in return?

Crowdfunding is a fantastic and rewarding way to show the world the skills of Salford students. The experience is really what you as the project make of it. Some of the outcomes that students who have crowdfunded have benefitted from include:

- Opportunity to work closely with Marketing and External Relations professionals within a higher education setting.
- Enhanced graduate transferrable skills and an opportunity to refine them. When managing a crowdfunding project, you will be required to pitch ideas, create communications and social media content plans, drive a project to success, write reports, create social media content and so on.
- You are given access to a fundraising platform that is tailored for the University of Salford student experience.
- It looks great on your CV that you have managed a crowdfunding project to success!

Matched Funding

Up until July 2018, we will be matching funds raised by your crowdfunding campaign. Please note that this does not mean that we will be supporting you from half-way to the completion of your target. You will agree on a suitable minimum target with the Alumni Engagement & Development office and only upon reaching that minimum target will we discuss the matching terms with the project team. Therefore, when discussing amounts in your application, please assume that you are not receiving matched funding, and include options of what you would spend any additional funds on that is raised over your target.

This money has been given by alumni and friends of the university and we have a responsibility to spend it in the most suitable way in pursuit of the student experience.

Submission Process

We welcome any registers of interest in joining us as a crowdfunding project. Please read the guidance above and complete the accompanying form. Once completed, please return to supporters@salford.ac.uk, and one of the team will get back to you as soon as possible.