Ignite the light on your idea

Macquarie University Crowdfunding

Welcome to Macquarie University’s crowdfunding platform, *Ignite*. This is your opportunity to raise funds for your project and be provided with the tools, training and guidance to run a successful campaign.

You’ve taken the first steps to be crowdfunding ready, congratulations!

Crowdfunding is a sponsorship by a crowd of many donors, each making an individual, small donation in return for a small reward. *Ignite* provides a platform to promote projects via peer to peer communication to a potentially huge audience and gives sponsors an easy way to donate.

To get started on your crowdfunding journey, this application form needs to be completed by the Project Leader and submitted to the Office of Advancement for review. This application form will help you layout your project and think about all the things you need to do to make it a success.

While all projects are justifiably significant in their own way, it is important to note that not all project applications will be deemed appropriate for crowdfunding. We will be in touch to explain the reasons why if we determine crowdfunding is not right for your project.

You will be notified of your application result within two weeks. A one-hour training session will then be offered to walk you through the platform, discuss your communication plan, content and goals. This is also your opportunity to ask any additional questions before setting up your project online.

Once you have submitted your project through the platform, we will conduct a final review and when all is approved, your project is ready to launch. You are now crowdfunding ready!

Make sure you complete the application form to the best of your ability, as incomplete forms may not be considered.

Please contact the Office on Advancement at community@mq.edu.au if you have any questions or concerns.

Thank you for applying to *Ignite*, and good luck!
Macquarie University Terms and Conditions

Macquarie University Office of Advancement will review and decide on all crowdfunding projects run on the University crowdfunding platform, Ignite. The Office of Advancement may rescind a fundraiser at any time due to failure to comply with guidelines below.

For your project to be published, you must:

- Be a member of the University community (student/staff/alumni or associated group)
- Demonstrate a clear benefit to current students, staff, research or the wider University community
- Have a clear definition of success, and agree to report back to Office of Advancement and donors on the results of the project
- Agree to deliver all rewards posted as part of the project
- Agree that your project submission will be moderated for content and suitability
- Not offer dollar value gifts in return for donations
- Not use the platform to “fund my life” or to fundraise for other charities
- Not store any data or information on your donors
- Have approval from your Dean/Executive Dean/Head of Department/Program Director/Executive Director

1. Fund Set up

All projects must have an approved project account set up through the university to which gifts can be accepted and then distributed to. For student groups to utilise the crowdfunding platform, they must have advisor approval and be capable to set up a gift fund.

All funds raised must be used for project’s defined purpose. Project team members are prohibited from keeping any funds raised as profit or compensation. All projects must be non-profit in nature.

2. Projects Must Benefit Macquarie University

All projects must directly support Macquarie University programs and have approval at Head of Faculty/Department/Office level. Funds cannot be raised through Macquarie and then donated to another non-profit organisation.

Projects cannot violate any laws. Macquarie University has the right to decline or discontinue any project based on content or change in project’s eligibility status.

3. Content

Project teams commit to provide the following for their campaigns:

- Video
- Project Description
- Images
- Emails
- Social media content
- Project team bios
- Budgetary breakdown (how funds will be spent)
- Gift recognition (Rewards) - thank you email/letter, thank you videos, social media shout outs, lunch with a project team, invitation to a free event etc.
- At least 4 project updates throughout campaign
All content will be reviewed and approved by Macquarie University Office of Advancement and has the ability to edit, or require project team to edit content, prior to approval.

Content and rewards can not be changed once crowdfunding project has commenced, however updates can be added at any time throughout the duration of the campaign.

4. Marketing

Project teams are responsible for the primary marketing of their campaigns. The larger your project team, the greater your chances of reaching your goal. Groups should consist of a minimum of 5 members that will focus on marketing and outreach to friends and family via email, social media, and phone.

Macquarie University Office of Advancement does not guarantee promotion of crowdfunding projects through institutional channels. The department may promote via communication channels such as social media, but the project teams should not rely on this to fund their campaigns. Again, project teams are responsible for their own fundraising success.

5. Donations and Receipts

Projects will be assessed to determine whether the funds raised will be for a charitable purpose. If this project is not deemed to be charitable, gifts will not be tax deductible.

If the project is for a philanthropic purpose, then donations over $2 are tax deductible. Donors will be sent a payment tax receipt when the campaign ends, and the funds are taken, but the project teams are responsible for reward distribution. The project team leader will receive donor information after the campaign ends.

If your project receives its minimum target by its completion date, then you get the value of your pledges less any payment processing fees incurred through PayPal.

The Office of Advancement at Macquarie University reserves the right to decline gifts that might damage the University’s brand and reputation.

6. Offline Gifts

Most gifts will be raised online, but offline funds may be collected and added to the project totals. Gifts-in-kind, or non-monetary contributions, may be considered to include in totals on a case by case basis. All gifts must be collected prior to the final day of the campaign and sent to the Office of Advancement for processing.

7. Timelines

Projects will be hosted on the platform for a pre-determined amount of time, typically 4-6 weeks. Some exceptions may apply. Project teams must commit to at least 4 weeks of preparation time prior to the project launching.

8. Goal

Setting the right project goal can make or break success of your campaign. The project team and Advancement team will together define the appropriate goal based on need and outreach capability prior to the project launch. If first goal is met within active campaign timeframe, a secondary goal may be discussed.

We ask for two amounts – the minimum you need, and your ultimate target. Funds only exchange hands if the project has reached its minimum once it hits its end date. If the ultimate goal is not met in the campaign timeframe but its passed its minimum goal, funds raised will still be given to the project team. Money given will need to be used towards the project at hand.
9. Rewards

According to the ATO, a donor should not expect anything in return for their gift. However, if the donor receives a small token in acknowledgement of a payment, the payment may still be considered a gift. For example:

- A thank you card
- A sticker or lapel badge
- A mention in a newsletter or program
- A plaque
- A mention on social media
- Invitation to free of charge event/exhibition/launch

For questions regarding these guidelines, please contact the Office of Advancement on (02)9850 1357 or email community@mq.edu.au.
Application Form

GENERAL

Project Title:

Project Description:

Project Leader Full Name:

Email Address:

Phone Number:

Faculty or Department?

What is your affiliation with Macquarie University?

*Please note, only Macquarie University affiliates are eligible to use our crowdfunding platform.*

- [ ] Student Group
- [ ] Research Project
- [ ] Academic Staff
- [ ] Professional Staff
- [ ] Alumni

If your project is a research project, who is your Faculty Research Manager?

If you represent a student group, is the group registered with the University and who is your staff advisor?

Project team members

*Please include all titles/roles at the University e.g. Professor, Student, PhD Student, Professional Staff, Researcher etc.*
PROJECT GOALS

Crowdfunding campaign start and finish date:

How much money are you seeking to raise through crowdfunding?

Please breakdown your budget.

Have you ever fundraised before?

COMMUNICATION PLAN

Who is your target audience for helping to fund this project?

How do you plan to reach this target audience? Outline your proposed communication plans for the groups identified above.

Are you comfortable asking friends/family for donations?

Who else on your project team can help create content and promote the project?

Does your group or faculty have a social media page? If not, what social media platforms are you and your team members active on? Please link to official pages, or outline follower/friend counts for your project team members.

What content do you have to promote your project? E.g., images, videos, etc.

Are you willing and able to produce/create new images/photographs/videos to use to promote your project?

Expect to dedicate 2-3 hours of work each week leading up to and during the campaign. Can you commit to this time, including training with the Office of Advancement team?

What challenges do you anticipate that you will encounter while fundraising?
SELL IT!

Finally, give us your pitch. Why should donors support your project? What impact will you have? Why is it important personally and to a larger community? How will you be successful?

Project Agreement

I understand that any funds raised for the project must be used solely for the purpose of fulfilling the project, and that the project team are responsible for maintaining a detailed, accurate, and evidenced record of the funds spent, as well as reporting on the progress of the project.

I agree that this project will be conducted with the best interests of Macquarie University and the Office of Advancement at all times. I understand that the responsibility of providing updates, once posted on the platform, and carrying out the above project, upon its successful completion, are the sole responsibility of the project leader and that Macquarie University assumes no responsibility on my behalf.

☐ I have read and understood Macquarie University’s Terms and Conditions and am aware that I have a duty to use any funds raised in a responsible manner.

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<th>Project Lead Name:</th>
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Project sponsored by /Executive Dean/Head of Department/Program Director/Executive Director

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<tr>
<th>Name:</th>
<th>Position:</th>
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<th>Staff member to organise transfer of funds: Position: Faculty/Department:</th>
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Project Approval (Office of Advancement administrative use only)

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<th>Project Approved: Yes No Requires further information</th>
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