

University of Southampton Crowdfunding Application

Background:

The University of Southampton was founded on philanthropy. From the first gift made by Sir Henry Robinson Hartley, over 150 years ago, the University has encouraged its alumni and other supporters to make a gift that supports the wider aims of the University and our students. Gifts to the University support students with scholarships and bursaries that enable our best and brightest students to continue their studies and to conduct world-changing research at one of the top universities in the world. Philanthropic support also provides more in the way of improvements to student facilities, enhancements to technology and equipment, and funding for student activities that enhance the experience that our students receive from attending the University.

To encourage more support for activities, which relate to the University's wider ambitions, we have partnered with the educational crowdfunding experts at Hubbub.net to launch Southampton's very own crowdfunding platform. Through the platform, as a student, staff member or associated group, you will be able to solicit support for your own projects and activities – helping you to gain more from your education or experience with the University.

The information in this document will give you more details about how crowdfunding works and how you can get more involved with this exciting fundraising activity.

What is crowdfunding?

Crowdfunding is a digital platform that allows individuals and groups to ask for philanthropic support towards project and activities from a wide community of supporters within your own personal networks.

How does crowdfunding work?

Crowdfunding works through the power of social networks to solicit support through pledges that become physical donations once a project has reached its minimum need. It's an all or nothing approach so it's important that if you decide to use crowdfunding that you commit to the project throughout its promotion and upon its completion once you've secured your funding.

Who can use the crowdfunding platform?

Any student, staff member or group associated with the University may use the online platform to encourage philanthropic support for a University related project or activity that requires additional funding, which cannot be sourced from the traditional means already available to that individual or group.

Before you submit your application, here are a few things you should consider.

1. **Project:** Do you have a project that requires further investment and that meets the above requirements?
2. **Financial Need:** What's the minimum amount of support that you need for your project or activity to be successful? Most projects are no more than £5,000.
3. **Time:** When do you require your funding in order for the project to be a success? Successful projects are usually on the site for at least 60 days.
4. **Community:** Do you have a community of individuals to promote the project to? Think about your current networks as well as other networks that might find your project of interest and who would also be willing to support.
5. **Promotion:** How are you going to promote the project? Crowdfunding is most effective when a project has been promoted correctly (photos, videos, etc.) and when the buzz of the project is constantly pushed out to your network of supporters.
6. **Rewards:** How you are going to reward your supporters once you have reached your goal? To encourage support for projects, crowdfunding offers rewards that are provided to the projects supporters once the project has reached its intended financial goal. It's important that your rewards relate to your project and that they carry intrinsic value to your supporters.
 - Reward Ideas – list the names of your supporters on a website or on a physical item related to the project, send them exclusive updates or invite them to events related to the project, send them a signed photo of your team or group involved in the project which you received funding for. Rewards can be different for every project and the more unique and creative they are, the more you will encourage support for your project.
7. **Updates:** How will you keep your supporters up-to-date about the progress of your project both during and after the project has finished? Updating your supporters as to what's happening with the project will help it to be successful. Frequent updates via Facebook, Twitter or a blog dedicated to the project, keep your supporters up-to-date and create enthusiasm for what you are trying to achieve that help make your supporters feel involved.
8. **Thanking:** Once a project is completed, how do you plan to thank your donors? Thanking supporters in a timely and effective manner is important to continue the experience of your donors and to ensure that they go on to give to other projects. A positive experience of Crowdfunding improves its reputation and helps in the success of future projects.

Application: Once you have thought about the objective of your project, target amount, time needed, community of supporters, promotion and possible rewards it's time to fill out your application. Once your project has been approved you're ready to start crowdfunding!

- Before you fill out your application, have a look at the resources available on Hubbub to help you plan your project and to make it successful - <https://hubbub.net/projects/create/>
 - ✓ Crowdfunding Handbook
 - ✓ Rewards Guide
 - ✓ Promotion Guide

Application submission:

Completed applications should be sent to crowdfunding@southampton.ac.uk

Crowdfunding Application

All projects require the approval of any associated parties as part of the application process (see section 5 below).

Any projects submitted on behalf of student groups, clubs or societies or students seeking support for student projects, unrelated to academic need, will also have their applications approved by the Students' Union. This will be done after application submittal and final approval will be provided by the Office of Development and Alumni Relations.

Project Background

1. I am submitting this application as an:			
a. Society or Student Group	b. Academic Faculty	c. Individual not associated with either a or b	
2. Name of project lead:			
3. Name of student society or academic faculty:			
4. Project Title:			
5. How much are you looking to raise: £			
6. How long will your project need to raise this amount?	30 days	60 days	90 days
7. When is the latest you would need your funds by:			
<p>8. Matched Funding: For projects that directly benefit the education of our students or for those that complement the experience that our students receive while attending University, the Office of Development and Alumni Relations may be able to offer matched funding for your project. Matched funds are provided by donations solicited from the University's alumni community. The decision of how much matched funding you may receive is based on the amount you would like to raise and the benefit that the project offers to either your education or student experience.</p> <p>If you would like your project to be considered for matched funding please tick the box below.</p> <p>Yes, we would like our project to be considered for matched funding <input type="checkbox"/></p>			

Project Information:

1. Please provide a brief synopsis of your project or activity.

2. How does this project compliment the wider aims of the University?

3. How will you promote your project to encourage support?

4. What kinds of rewards will you offer to those who support your project?

5. How will you keep your supporters updated as to the progress of the project both during the project and once it's reached its conclusion.

6. Please provide itemised details as to the specific financial need of your project (travel, fees, equipment, etc.)

Crafter Expectation Agreement:

I understand that any funds raised for the project must be used solely for the purposes of fulfilling the project, and that Project Owners are responsible for maintaining a detailed, accurate, and evidenced record of the funds spent.

I agree that this project will be conducted with the best interests of the University of Southampton, the Students' Union (where relevant) and the Office of Development and Alumni Relations at all times. I understand that the responsibility of maintaining the project, once posted on Hubbub.net, and carrying out the above project, upon its successful completion, are the sole responsibility of the Project Owner and that the University of Southampton assumes no responsibility on my behalf.

I have read and understood the crowdfunding toolkit and am aware that I have a duty to use any funds raised in a responsible manner.

Crafter Name:	
Crafter Signature:	
Date Signed:	

Project Approval (ODAR administrative use only):

Project Approved:	Yes	No	Requires further information
Approved By:	Name:		Signature:
	Position:		Date:

Match Funding Approval (ODAR administrative use only):

Match funding Approved:	Yes	No	Amount:
Matched by:	Student Experience Fund		Fund for the Greatest Need
Approved By:	Name:		Signature:
	Position:		Date: