UCCS CROWDFUNDING/CROWDSOURCING PROCEDURES

The following procedures apply to Crowdfunding and/or Crowdsourcing Projects undertaken by any individual associated with the University of Colorado Colorado Springs ("UCCS" or "University") including employees, affiliated faculty/staff, and students.

I.   **DEFINITIONS**

   A. <u>Campus Administrator</u>. The highest-level official (or designee) at UCCS who processes crowdfunding applications, schedules consultations, trainings, and post campaign meetings/activities for all projects as specified in Section II.A.
   B. <u>Crowdfunding.</u> Seeking to fund a discrete Project through the solicitation of donations of money (typically small) from large numbers of individuals, typically carried out in an online environment. Crowdfunding activities include, but are not limited to, funding for the following endeavors: research/scholarship, creative work (movies, plays, music, etc.), non-profit/social good ideas, entrepreneurial ideas, and travel.
   C. <u>Crowdsourcing</u>. The practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.
   D. <u>Project Administrator</u>. A UCCS employee or student who proposes and executes a Crowdfunding or Crowdsourcing Project pursuant to APS 4060-Crowdfunding, available online at http://www.cu.edu/ope/aps/4060, and UCCS Policy 100-013 - Crowdfunding/Crowdsourcing Policy, available online at http://www.uccs.edu/Documents/vcaf/policies/2014/100-013Crowd(1).pdf.
   E. <u>Project</u>. Any type of Crowdfunding or Crowdsourcing effort initiated by UCCS employees or students. Projects may be, but are not limited to: Crowdfunding research or scholarship; Crowdfunding non-profits or "social good" ideas; Crowdfunding entrepreneurial ideas; Crowdfunding travel; or Crowdsourcing attendance at, or participation in, an event. This definition is intended to be construed broadly to encompass any/all Crowdfunding and/or Crowdsourcing Projects initiated by UCCS employees, affiliated faculty/staff or students.
   F. <u>Third-Party Platform.</u> The University of Colorado has a contract with a third party vendor (Community Funded) for all university-affiliated Crowdfunding or Crowdsourcing projects. This platform supports Clyde's Crowd, available online at http://www.uccs.edu/crowdfunding/index.html.
   G. <u>UCCS Email Lists.</u> Refers to any and all email lists containing email addresses belonging to UCCS students, staff, faculty, administration, donors and alumni.
   H. <u>UCCS Resources.</u> Refers to the use of UCCS's branding, name or logo, UCCS intellectual property, UCCS IT or computing resources (e.g. UCCS computers and Internet networks), UCCS research or laboratory resources, UCCS facilities, or UCCS email lists. This list is not exhaustive, and this definition is intended to be construed

broadly to encompass any/all UCCS resources used in any Crowdfunding or Crowdsourcing Project.

II. **SUMMARY OF ROLES AND RESPONSIBILITIES**

 A. The Campus Administrator:
  1. Processes Crowdfunding applications.
  2. Schedules consultations, trainings and post-Project meetings for all Projects.
  3. Trains and provides direction to all Project Administrators in relation to Crowdfunding best practices, proper content creation and appropriate stewardship steps.
  4. Requests proper allocation documentation when appropriate and gives guidance in the identification of budget managers.
  5. Requests appeal codes and ensures they are included in all required places.
  6. Preforms all of the necessary functions with University of Colorado System Advancement in conjunction with the Third Party Platform to create a Project.
  7. Is available to the Project Administrators throughout the life of a Project.
  8. Ensures that all stewardship of gifts is completed after the close of the Crowdsourcing Project.
  9. Audits all allocations opened for Crowdfunding purposes.
  10. Identifies any Crowdfunding processes that need revision and remains in constant communication with the CU Foundation and University of Colorado system to assess the health of the UCCS Crowdfunding program overall.
 B. The Project Administrator:
  1. Creates and submits application for a Crowdfunding Project
  2. Attends all scheduled consultations, trainings, and post-Project meetings for the Project. Attends trainings pertaining to Crowdfunding best practices, proper content creation, and appropriate stewardship steps.
  3. Identifies the Project goal, purpose, team members, and potential campus support.
  4. Adheres to University of Colorado policies and procedures when collecting and spending money fundraised through the Crowdfunding Third Party Platform. Works with the Campus Administrator and budget managers to appropriately spend university funds.
  5. Creates content for emails, social media posts, and stewardship communications.
  6. Organizes timeline for when all channels will be utilized throughout the duration of the Project and adheres to the timeline.
  7. Updates all necessary content including personal network lists, videos, photos, and site content.
  8. Ensures that all stewardship of gifts is completed after close of Project.
  9. Meets with the Campus Administrator to assess the overall Project and make sure the funds are accurately spent.

C. The Crowdfunding Committee:
   1. Consists of members appointed by the Vice Chancellor of University Advancement.
   2. Assesses a Project's viability.

III. **PROCEDURES**

See attached flow chart "So you want to create a crowdfunding project?"

A. Approval Process for Projects that Use UCCS Resources.
   1. Projects that use UCCS resources or that claim to be on behalf of UCCS, or affiliate themselves with UCCS in any capacity, must designate a Project Administrator responsible for seeking the approvals required by these procedures.
   3. Projects that use UCCS resources or that claim to be on behalf of UCCS, or affiliate themselves with UCCS in any capacity, must receive institutional approval from the Campus Administrator. Such approval must be granted prior to any Project being published, or going live. Organizers are encouraged to seek approval as early as possible.
   4. Projects that use UCCS's name, branding and/or logo may not be used without prior written approval by the Campus Administrator.
   5. All Projects which receive payment via credit card must be approved by the Campus Administrator and be hosted on the contract-approved third party platform to protect the security of cardholder data.
B. Application Process.
   1. Projects that use UCCS Resources or that claim to be on behalf of UCCS, or affiliate themselves with UCCS in any capacity, must submit an application via the University of Colorado Third Party Platform. Upon receipt of the application, the Campus Administrator will schedule a meeting with the Project Administrator to discuss:
      a. Project goal;
      b. Purpose;
      c. Team;
      d. Which campus groups need to be included, like University Communications;
      e. Identification of Campus Controller/budget manager;
      f. Budget identifying the use of funds and the location of the account (University SpeedType) from which collected donations will be spent on the Project;
      g. Timeline and responsibilities of individuals involved in the Project;
      h. Description of the purpose to which funds will be directed in the event that the stated funding goal is not met (and, if refunds will be possible, refund policy statement); and
      i. Identification of any gifts, perks, or benefits that may be offered to donors.

2. The Campus Administrator will meet with the Crowdfunding Committee to determine if the Project meets the criteria for a successful Project. If approval is granted, the Project Administrator will be required to enter into an agreement outlining the responsibilities.

C. Pre-Campaign Launch.
   1. Following approval, the Project Administrator and team members must complete core team training to learn best practices, create an outreach calendar, and solidify content.
   2. The Project Administrator and team members must also complete advocate training to craft personal appeals for the Project page on the Third Party Platform website and draft a stewardship plan.
   3. If necessary, the Project Administrator must complete an allocation form to determine allocation of fund raised and request an appeal code.
   4. Immediately prior to the launch, the Project Administrator will ensure all content on the Third Party Platform website is complete, and that all targeted pre-launch emails are sent.
   5. Once assurance of content is given, the Campus Administrator will submit the Project page for the Third Party Platform website for review by University Advancement and the CU Foundation, if needed. In conjunction with the CU Foundation, the Campus Administrator will also confirm the allocation and appeal code, verify the engagement of the University controller, and ensure that the website link is correct and contains the correct appeal code.

D. Project Launch.
   1. Once the Project is live, the Project Administrator is responsible for social media, emails, and outreach throughout the Project period.
   2. Each Project will close after 30-45 days.

E. Post-Project.
   1. After the Project closes, the Project Administrator and team will work with the Campus Controller to spend funds raised in the manner that has been approved.
   2. The Project Administrator and team will meet with the Campus Administrator to begin stewarding donors, discuss experiences with the platform, and outline plans for future fundraising.
   3. The Project Administrator and team are responsible for conducting stewardship efforts in the months following the Project.
   4. The Campus Administrator will conduct an audit of the allocation used during the Project and determine if it needs to be closed.

F. Additional Guidelines.
   1. Project Administrators may only operate Crowdfunding Projects to receive contributions given without expectation of receiving anything greater than nominal value (e.g., a coffee mug or T-shirt) in return.
   2. Project Administrators may not provide tax advice to donors regarding deductibility of the donation unless such advice has been approved by the Campus Administrator.

3. Project Administrators may not issue securities to donors, nor may Project Administrators operate or market a Crowdfunding Project as an investment vehicle.
4. Project Administrators may not grant rights in University intellectual property to donors.
5. Project Administrators may not offer any gifts or benefits not identified in the Project plan.
6. Any Project that does not receive approval upon following the procedures set forth in this policy may appeal the decision to the Vice Chancellor for University Advancement.

IV. <u>Projects That Do Not Use UCCS Resources.</u> Projects that do not use any UCCS Resources do not require institutional approval.

V. <u>All Projects.</u> All other University of Colorado and UCCS rules, policies, compliance regulations and state and federal laws remain applicable to such Projects, including limitations on and policies concerning outside consulting. UCCS Campus Policy 100-013 Crowdfunding/Crowdsourcing Policy is available online at http://www.uccs.edu/Documents/vcaf/policies/2014/100-013Crowd(1).pdf.

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