

EngagePitt™

Crowdfunding Site User Guidelines

EngagePitt™ Projects must:

1. Support the academic and/or research mission of the University of Pittsburgh
2. Have all necessary approvals as listed on the EngagePitt™ Application

EngagePitt™ Crowdfunding Users must:

- If students, be in good academic and disciplinary standing at the University of Pittsburgh
- Be part of a group recognized by Student Affairs, Office of Research, or Academic department with an existing 04 account or one that can be easily created for them
- Have a defined project that:
 - Is specific, feasible, and limited in scope
 - Can be easily described to the Pitt community and the general public
 - Includes a viable plan of action and budget
 - Can use the platform to raise adequate funding within 6-8 weeks (typically in the \$500 to \$5,000 range)
- Be willing to commit to work on a campaign for a period of at least 12 weeks and be located at the University of Pittsburgh for the duration of that campaign
- Work with a staff member of the Office of Institutional Advancement (IA) to:
 - Train to use the University's crowdfunding platform, ScaleFunder
 - Learn basic development skills and knowledge
 - Set 2 goals for use of the fund to be raised:
 1. A feasible reach goal
 2. An unpublicized stretch goal
 - Identify one or more lead donors who will commit gifts at the start of the campaign
 - Develop levels of giving and/or perks
 - Refine outreach and communications plan
 - Create content such as a page video, project description, etc.
- Have 1-2 assigned "team leaders" of the campaign who will:
 - Act as the face(s) of the campaign
 - Create lists to contact to promote the campaign
 - Work with IA's contact person
 - Ensure funds are used according to proposed budget
- Have at least 3-5 dedicated group members who will:
 - Spend 45-60 minutes daily to promote and manage the campaign
 - Create content for project pages
 - Directly contact lists of supporters and fans
 - Work with outside organizations to promote the campaign

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- Promote the campaign via the group's official social media network channels
- Create 6-8 updates during the campaign to provide insight into how the donations are being deployed
- Create 3-4 post-campaign updates to advise donors on the impact the funding had
- Ensure donor stewardship and follow-up
- Have a communications and outreach plan that includes:
 - Consent to the guidelines and design standards set forth by University of Pittsburgh's Department of Communication Services policies
 - Plan of action for using different channels to promote the campaign
 - A list of people who work as "amplifiers" to spread news of the campaign throughout social media and their personal networks
 - Strategy for the creation of:
 1. A video detailing the project that does not violate any University policies or contains questionable or unfavorable content
 2. Pictures to supplement project descriptions and updates
 3. Optional testimonials or supplemental content
- Use funds only as stated in the group's project description
- Not use funds in ways that violates the University of Pittsburgh's Student Code of Conduct (<http://www.studentaffairs.pitt.edu/studentconduct>) or promote illegal or undesirable behavior
- Not violate any existing University policies to run or promote the campaign