

University Development

Ignite Ole Miss Crowdfunding Policy

Introduction

University Development's Annual Giving office manages the Ignite Ole Miss crowdfunding platform (<https://ignite.olemiss.edu/>) in order to support the vision, mission and core values of the University of Mississippi. Crowdfunding means the practice of funding a project or initiative by raising many small donations of money from a large number of people, typically via the Internet. Crowdfunding can be used to fundraise for a wide variety of projects initiated by faculty, staff, students, and groups on campus at the University of Mississippi. This policy states the restrictions, roles and responsibilities associated with Ignite Ole Miss.

Policy

- I. Each crowdfunding campaign must further the University of Mississippi's institutional mission by supporting university programs and initiatives. Funds cannot be redirected to a third-party entity such as an external charity or non-profit.
- II. Any current University of Mississippi student, faculty or staff member may submit a crowdfunding campaign application.
- III. University Development's Crowdfunding Committee, in its sole discretion, will determine the eligibility of submitted applications.
- IV. Each crowdfunding campaign must identify a single faculty or staff member to serve as the campaign team leader.
- V. Each crowdfunding campaign must identify or create a University of Mississippi Foundation gift account to receive donated funds.
- VI. All donated funds must be used for the stated purpose(s) of the crowdfunding campaign.
- VII. All crowdfunding platform content will be reviewed by University Development, which has the authority to edit, or require revisions to, content at any time.
- VIII. Crowdfunding campaign teams must develop campaign content. University Development will consult with teams to generate ideas, provide feedback, and review content.

- IX. University Development will not provide crowdfunding campaigns with contact data from its database or send communications on behalf of a specific crowdfunding campaign. Crowdfunding campaign teams must utilize their networks and contact lists.

- X. University Development must review any donor benefits or premiums. University Development may deny benefits or premiums that would affect tax-deductibility or the tax receipting process of gifts.

- XI. Crowdfunding campaigns must not violate any law, regulation, or University of Mississippi policy.