

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 and/or serve on a project team.
- 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. Each crowdfunding campaign must have at least 3 project team members contributing to the project. These team members must be signed up and verified through the platform prior to launch.
- 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 must be submitted to University Development by the agreed upon due date for review and approval. University Development has the authority to edit, or require revisions to, content at any time. Failure to meet due dates could result in a delayed launch.

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 is not required to provide crowdfunding campaigns with contact data from its database or send communications on behalf of a specific crowdfunding campaign, but may choose to do so at its discretion. 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.

XII. The schools, colleges, and units that benefit from crowdfunding projects may be subject to a charge that will support the maintenance and development of the Ignite platform. This should be factored into the goal of the project.

XIII. All mass email solicitations must go through the MyEmma platform under the Ignite subdomain.

XIV. Campaign projects must develop a stewardship plan prior to launch. The project team members will be responsible for the implementation and management of the plan during and after the campaign.

XV. Project owners are responsible for getting written project approval from their chair, dean, or director associated with the School, College, or program their project benefits. This approval must be shared with Development.