MESSIAH UNIVERSITY
Office of Development
Fundraising Parameters

I. INTRODUCTION

The purpose of this document is to provide clarity within the campus community as to how fundraising projects are generated, approved, and implemented at Messiah University. In general, fundraising policies for employees are outlined in the Gift Policy Manual[1] and the Employee Policy and Procedure Manual.[2]These manuals define certain policies and procedures to be followed by all staff and the external community in various fundraising activities. Information for student fundraising is found in the Fundraising Policies for Service and Missions Trips[3] and the Student Handbook[4].

Further, the University has established a Gift Acceptance Committee (staff and administrators) and a Gift Oversight Committee (board and administrators) charged with evaluating gifts with certain restrictions. While these manuals and committees provide a general framework for fundraising practices, they focus primarily on the acceptance of tangible gifts of property and certain restricted cash gifts or on fundraising activities conducted by students. Therefore, the purpose of the present document is to articulate comprehensive procedures for establishing and conducting fundraising efforts at Messiah University.

It should be noted that these parameters do not apply to personal fundraisers that employees might engage in, e.g. annual sale of Girl Scout cookies, etc. Any such fundraisers are permissible as long as there are no direct emails or letters to employees and the fundraising effort supports a project that is consistent with the mission of Messiah University. Order forms may be left in common areas such as lunchrooms, break rooms, etc. The University reserves the right to limit such fundraising activities on our campus for any reason at any time.

The Office of Development, as directed by the President and the Board of Trustees, is responsible for raising unrestricted and restricted funds to further the mission of the institution. This mandate affects the overall structure of the Office of Development and the allocation of fundraising resources within the organization. Further, the President, President's Cabinet, University Council, and the Board of Trustees define capital campaign efforts and strategic planning initiatives for which fundraising is a priority. Given limited resources in the Office of Development, there exists a need to prioritize fundraising efforts such that the major focus is given to the priorities of administration and the board.

Successful fundraising efforts hinge on the ability to effectively cultivate donors who support the overall mission of Messiah University. Certainly, there will be those who only wish to support one specific aspect of that mission. However, our goal is to cultivate donors who espouse the entirety of our mission and are willing to engage at a level of support for a project or initiative that is the most strategic for the University. That being said, we espouse a "donor-centric" philosophy whereby we seek to engage donors in the priorities of the University that most closely match with their own philanthropic goals.

It is also vital that the Office of Development ensure our donors do not feel "fatigue" from too frequent requests. Our efforts are coordinated in such a way that all partners in the donor cultivation process, including the President, VPs, and Deans, are actively involved in the strategy for the select donors whom they are cultivating. The Office of Development is committed to generating a coordinated and thriving

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[1] www.messiah.edu/offices/development
[2] www.messiah.edu/info/20591/policies/1016/human_resources_manual
[3] www.messiah.edu/offices/development
[4] https://www.messiah.edu/info/20852/student_handbook

fundraising environment at Messiah that continually expands the base of donors who support the University and fully utilizes the skills and expertise of our campus community, including Deans, Faculty, and Students.

Consequently, the goals of the Office of Development are:
A. to meet fundraising goals set forth by the President, President's Cabinet, University Council, and the Board of Trustees;
B. to broaden the Messiah University donor base of support;
C. to coordinate fundraising activities, including encouraging all staff to work with development early in the process of fundraising planning;
D. to ensure the long-term financial support of the University by providing the appropriate resources so that campus community constituencies are able to achieve their respective goals.

II. BASIC ASSUMPTIONS

Fundraising at Messiah University operates on a series of basic assumptions. These assumptions relate to who can fundraise on behalf of Messiah University, types of fundraising categories, required approvals, various constituencies available to each of these categories, and gift categories.

A. Persons Authorized to Fundraise

1. President
2. Vice President for Advancement
3. Office of Development Staff
4. Persons who have been approved by the Office of Development as fundraising liaisons or designees (list of approved persons is kept in the Office of Development).

B. Fundraising Categories (with select examples)

1. Unrestricted operating support for the University
   - Messiah Fund
2. Campaign or other major institution-wide project priorities based on strategic planning initiatives as determined by the President, President's Cabinet, University Council, and the Board of Trustees, including capital and endowment projects
   - Capital Campaign Priorities
   - Student Scholarship Aid and/or Endowments
3. Initiatives identified by strategic planning within divisions, e.g., Provost, VPs, Deans
   - Schools
   - Library
   - Agapé Center
   - Sider Institute
   - Boyer Center
4. Special projects, e.g., research initiated by faculty and educators, capital projects, new travel or other supplemental funding, or donor-initiated restricted gifts
   - Memorial/Honorary Funds and Endowments
   - Athletic Teams Fundraising, e.g., FAN
   - Faculty Research Projects
5. Student fundraising projects
   - Missions Projects
   - Student Involvement and Leadership Programs (SILP), e.g., Messiah University Council on Family Relations Annual Silent Auction
   - Department fundraising, e.g., carwashes or bake sales

6. Crowdfunding
   - Select projects approved by the Office of Development (Annual Giving)
7. Third party projects
   - United Way
   - Relay for Life

C. Project Approval Procedures

1. Unrestricted operating support for the University
   - Approval of Director of the Development Office in collaboration with Development Directors and Vice President for Advancement
2. Campaign or other major institution-wide project priorities as determined by President's Cabinet, the Board of Trustees, and University Council
   - Approval of President's Cabinet
   - Approval of University Council
   - Approval of Board of Trustees
3. Projects identified by strategic planning within divisions, e.g., Provost, VPs, Deans, Friends of the Library
   - Approval of Provost/VP
   - Approval of Director of the Development Office
   - **NOTE:** Friends of the Library (i.e., *Friends*) – All fundraising activities by officers, committees, and members of *Friends* shall be conducted only with prior knowledge and approval of the Messiah University Director of the Development Office. Funds received shall fall under four categories and must be processed and acknowledged as outlined below:
     - <u>Memberships Fees</u> – These funds are to be processed and acknowledged by the Office of Development and will be deposited into the *Friends* account in the Business Office. The acknowledgment letter must clearly outline any *quid pro quo* benefits in exchange for membership and denote any charitable deduction value of the membership.
     - <u>Cash Gifts and Gifts of Tangible Personal Property</u> – These funds are to be processed and acknowledged by the Office of Development and will be deposited either into the *Friends* account or appropriate designated account, e.g., Ruth Engle Memorial Collection, in the Business Office. The Messiah University Gift Acceptance Committee must approve all such gifts <u>before</u> they are accepted from the donor.
     - <u>Fundraising Appeals</u> – Solicitation for these funds, which may result from periodic mailed or telephone appeals from *Friends* donors or prospective donors, must be coordinated with the Director of the Development Office. These funds are to be processed and acknowledged by the Office of Development and will be deposited either into the *Friends* account or appropriate designated account, e.g., Ruth Engle Memorial Collection, in the Business Office.
     - <u>Special Events</u> – Funds for dinners and other special events are to be processed and acknowledged by the Business Office and deposited into the *Friends* account. These are not gifts and charitable tax deduction documentation is not required.
4. Special projects, e.g., research initiated by faculty and educators, athletics capital projects, new travel or other <u>supplemental</u> funding, or donor-initiated restricted gifts.
   - Faculty research/project
     - Approval of Dean in consultation with the Department Chair
     - Approval of Provost and/or appropriate VP (only required for grants over $10,000 or that have teaching load or matching components)
     - Approval of VP of Finance or Operations if research impacts finances or facilities
     - Approval of Director of the Development Office (for coordination purposes only)
   - Capital Projects
     - Approval of Dean

- Approval of Athletics Director (for Athletics area)
- Approval of Provost and/or appropriate VP (only required for grants over $10,000 or that have matching components)
- Approval of VP of Finance or Operations if project impacts finances or facilities
- Approval of Director of the Development Office
  - Travel or other <u>Supplemental</u> Fundraising, e.g., Athletics and Music
    - Approval of Dean or Supervisor
    - Approval of Athletics Director and Fundraising (for Athletics area)
    - Approval of Provost and/or appropriate VP
    - Approval of Director of the Development Office (for coordination purposes only)
    - **NOTE:** This approval process applies to a <u>new</u> category of travel only or other <u>supplemental</u> fundraising. Recurring travel fundraising activities need only to coordinate efforts with the Office of Development. They do <u>not</u> need to seek approval for each fundraising effort.
  - Donor Initiated Projects
    - Approval of Dean (or Supervisor for donor initiated projects that do not come through the Provost)
    - Approval of Provost and/or appropriate VP
    - Approval of Director of the Development Office

5. Student fundraising projects
   - Missions Trips
     - Follow approved Fundraising Policies for Service and Mission Teams (Revised and Approved, Spring 2017)
     - Disaster relief efforts where gifts are first sent to Messiah University and then forwarded to a third party organization, e.g., Red Cross or MCC, must have the approval of the Provost prior to commencing fundraising.
     - **NOTE:** Fundraising efforts must be for non-credit bearing service and missions trips only. <u>Fundraising for credit-bearing service-learning courses or internships is not permitted unless an exception is granted by the Provost.</u>
   - SILP
     - Approval of Director of SILP as outlined in the Student Handbook.
     - **NOTE:** No outside organization, including restaurants, vendors, or other businesses may be approached by any Student Organization without pre-approval from the Director of the Development Office.
   - Academic department fundraising
     - Approval of Dean or Designee
     - Approval of Director of the Development Office
6. Crowdfunding
   - Approval of Director of Annual Giving and Donor Communication
   - Approval of Director of the Development Office
7. Third party fundraising projects
   - Approval of President
   - Approval of Vice Provost and Dean of Students

D. Constituencies Available for Each Category

1. Unrestricted operating support for the University
   - Direct solicitation of alumni, parents, and friends of the University
   - Direct solicitation of administrators, faculty, staff, and students
   - Direct solicitation of corporations and foundations
2. Campaign or other major institution-wide project priorities as determined by the President, IPFC, and the Board of Trustees

- Coordinated[5] and strategic solicitation of alumni, parents, and friends of the University
- Coordinated and strategic solicitation of administrators, faculty, staff, and students
- Coordinated and strategic solicitation of corporations and foundations
- Coordinated and strategic solicitation of federal grants/appropriations

3. Projects identified by strategic planning within divisions, e.g., Provost, VPs, Deans
    - Coordinated and strategic solicitation of alumni, parents, and friends of the University
    - Coordinated and strategic solicitation of corporations and foundations
    - Coordinated and strategic solicitation of federal grants/appropriations
4. Special projects, e.g., research initiated by faculty and educators, capital projects, new travel or other supplemental funding, or donor-initiated restricted gifts
    - Restricted[6] and strategic solicitation of alumni, parents, and friends of the University
    - Restricted and strategic solicitation of administrators, faculty, and staff
    - Restricted and strategic solicitation of corporations and foundations
    - Restricted and strategic solicitation of federal grants/appropriations
    - **NOTE:** All special project funding will be directed toward the spring semester, i.e., after the fall Phonathon is completed. Exceptions will be granted only upon the approval of the Director of the Development Office.
5. Student fundraising projects
    - Restricted and strategic solicitation of alumni, parents, and friends of the University
    - Restricted and strategic solicitation of administrators, faculty, and staff
    - Restricted and strategic solicitation of corporations and foundations
    - On-campus sales and solicitations as coordinated by the Director of SILP for approved student organizations or Dean/Designee for departments
    - Off-campus sales and solicitations as approved by the Director of the Development Office
6. Crowdfunding
    - All social media outlets as determined by the Director of Annual Giving and Donor Communications
7. Third party fundraising projects
    - Direct solicitation of administrators, faculty, staff, and students

E. Funding Streams

1. Cash
2. Gifts of appreciated securities, stocks, and bonds
3. Gifts of real estate (require approval of the Gift Acceptance Committee)
4. Gifts of personal property (require approval of the Gift Acceptance Committee)
5. Gifts of life insurance (require approval of the Gift Acceptance Committee)
6. Deferred and Planned Gifts, e.g., Charitable Gift Annuities, CRUT, CRAT, etc. (*may* require approval of the Gift Acceptance Committee)
7. Gifts in Kind (require approval of the Gift Acceptance Committee)

F. Raffles / Games of Chance

Raffles are a type of "game of chance" and as such, a form of gambling. Since gambling is specifically identified in our community covenant as something we are to avoid, we do not do raffles.

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[5] In this context, "coordinated" means that all funding streams are available, but efforts will be coordinated by the Office of Development.
[6] In this context, "restricted" means that limited funding streams are available as determined by the Office of Development.

III. ROLES OF UNIVERSITY OFFICES IN FUNDRAISING ACTIVITIES

A. President, President's Cabinet, University Council, Board of Trustees

1. The President, President's Cabinet, University Council, and the Board of Trustees must approve all major capital projects and those arising out of institution-wide strategic planning efforts.
2. President's Cabinet is not typically involved in approval of other fundraising categories unless mandated by the granting agency or requested by the Vice President for Advancement.

B. Vice President for Advancement

1. The Vice President for Advancement must approve and sign all endowed fund agreements and other similar gift documents originating out of the Office of Development.
2. The Vice President for Advancement will receive regular updates from the Director of the Development Office on all fundraising initiatives that arise from other areas of the campus, e.g., Provost, Deans, etc.

C. Provost/VP

1. The Provost (or respective VP from Advancement, Operations, or Finance) must approve all Special Projects, including program support, faculty research or other fundraising efforts (only required for grants over $10,000 or that have teaching load or matching components).
2. For grants or projects less than $10,000, the Office of Development must be informed to ensure coordination of applications, particularly if going to the same funder.
3. The Provost (or respective VP) will determine if the Special Project budget will be substitutionary or supplemental in nature. In other words, will the new funding create a new department budget or simply offset the operating budget?
4. The Provost (or respective VP) must approve any matching requirement or other budgetary stipulations of the Special Project.

D. Vice President of Finance and Planning

1. The Vice President of Finance and Planning must approve and sign all endowed fund agreements and other similar gift documents originating out of the Office of Development.
2. Typically, grant funding organizations require the signature of the institution's Authorized Organizational Representative; identified by the University as the VP for Finance and Planning. All grants must have the approval of the Provost or respective VP before being sent to the VP for Finance and Planning for signature.
3. The Business Office will work with the Director of Prospect Research and Record Compliance (and the Provost if a faculty or academic program initiative) to establish an account for the gift or grant.

E. Vice President of Operations

1. For any capital projects, e.g., installation of athletic field equipment, the Vice President of Operations must provide approval before fundraising can begin.

F. Vice Provost and Dean of Students / Director of SILP

1. The Vice Provost oversees all approved student fundraising activities, which is supervised by the Director of SILP. Student Organizations who engage in fundraising activities must follow the guidelines listed in the Student Handbook.

2. Student Organizations who fail to comply with these guidelines risk forfeiture of all funds and/or a disciplinary hearing as outlined in the Student Handbook.
3. The Director of SILP must coordinate any efforts that seek the support of the donors external to Messiah University with the Director of the Development Office.

G. Deans and Directors, e.g. Schools, Library, Sider Institute

1. Deans and Directors will work with the Provost in prioritizing and approving strategic planning initiatives within their Schools, Centers, and Divisions.
2. Deans and Directors will work with the Provost in prioritizing and approving Special Projects for which fundraising will be pursued and will prepare a clear and comprehensive budget prior to commencing fundraising activities.
3. The Deans and Directors must help set priorities meaning that certain projects are necessarily favored over others within the Schools, Centers, or Divisions given limited resources.
4. Deans and Directors will work with the Director of the Development Office in preparing a fundraising strategy that may include donor cultivation and donor solicitation on the part of the Deans, Directors, and/or Faculty.
5. Deans and Directors will be called upon both to serve as a referral for potential donors and to work with the Office of Development to cultivate donors at select events, e.g., Messiah University Christmas. In this way, the Deans and Directors are extensions of the Office of Development and will be utilized for their academic expertise, leadership vision, and donor cultivation skills.
6. The Deans, in particular, may need to intercede if student organizations connected to academic departments, but not officially sanctioned by the Student Government Association, seek to raise funds both internal and external to Messiah University. No students may fundraise with organizations external to Messiah University without prior approval from the Director of the Development Office.
7. The Deans and Directors will be in regular contact with the Director of the Development Office to ensure collaborative communication is maintained throughout the academic year.

H. Athletics Director

1. The Athletics Director serves as the main liaison between Development and Athletics.
2. In this role, he/she coordinates all fundraising requests from coaches and the athletics area. No athletics fundraising can occur without the support of both the approval of the Athletics Director and the Director of the Development Office.
3. Athletics fundraising related to service and missions must follow the protocol outlined in the Fundraising Policy for Service and Missions Teams.

I. Gift Acceptance Committee

1. Comprised of the Vice President for Advancement, the Vice President for Finance and Planning, the Vice President for Operations, the Director of the Development Office, and chaired by the Senior Director of Charitable Services.
2. The Gift Acceptance Committee will be responsible to review and approve the following proposed gifts before commitments are made to prospective donors and prior to the acceptance of such gifts that take effect at the death of the donor:
   i. all gifts funded with non-liquid assets
   ii. any gift having an income beneficiary and a remainder beneficiary
   iii. any gift that may expose the University to adverse publicity or involve the University in unexpected responsibilities because of their source, conditions, or purposes
   iv. any gift that may require expenditures beyond a department's operational plan (budget) or the

University's capital plan (budget), or
  v. all restricted gifts, except endowed scholarships without unusual restrictions.

J. Gift Oversight Committee

1. Comprised of the President, the chairman of the Finance Committee of the Board, and the chairman of the Advancement Committee of the Board.
2. The Gift Oversight Committee is charged with evaluating gifts that are referred by the Gift Acceptance Committee.

K. Development

1. Director of the Development Office
    *   Responsible for directing all fundraising and stewardship programs of the University.
    *   Meets routinely with Provost and Deans to review fundraising priorities for each School and to discuss cultivation strategies.
    *   Meets with members of President's Cabinet to review government appropriation requests (as needed).
2. Fundraising Consultation – The Office of Development will act in an advisory capacity with regard to all approved fundraising projects. That is, office personnel will offer guidance and support to the Provost, VPs, and Deans in determining the time frame, donor selection, appropriate fundraising strategies, and the potential donor base for any approved project. To that end, the Director of the Development Office will meet regularly with the Provost and Deans to maintain coordinated and sustained fundraising efforts for the ongoing resource needs of the University.
3. Donor screening – All donor prospect lists must be reviewed by the Office of Development, which reserves the right to exclude any donor from a solicitation if it will hinder ongoing cultivation or solicitation of the donor for a fundraising project with higher priority.
4. Office of Annual Giving – Serves as the liaison between those areas approved for Crowdfunding and the social media outlets created to support Crowdfunding campaigns. A full description of the Crowdfunding process is provided in Attachment A.
5. Gift Processing – Under no circumstances are gifts to be taken to the Business Office counter. All gifts must be processed by the Office of Development to ensure proper and accurate recording of the gift for internal accounting purposes, tax deduction eligibility verification, and stewardship.
6. Screening Donor Originated Projects – On occasion a special project will be proposed by a donor to a faculty member, administrator, or development staff member. Typically, these projects involve the donor wishing to finance, either partially or in total, a project on campus. These projects will be screened by the Office of Development and conveyed to the Vice President for Advancement who will determine if other approvals are required, e.g., Gift Acceptance Committee, President's Cabinet.
7. Grants – Special projects or student fundraising activities involving foundation, corporate,or federal grant opportunities may be passed directly to the Development Office for initial review. All grant solicitations will be managed by the Development Office. However, the appropriate approvals as outlined above must be secured before the grant is submitted.
8. Government Appropriations – The Director of the Development Office will work with the Vice President for Advancement, President's Cabinet, and the Provost's Cabinet to determine campus projects that are most appropriate for government appropriations. Given the political climate of recent years, this likely will not be an available option for the foreseeable future.
9. Donor Cultivation and Gift Solicitation – The Office of Development will provide leadership for cultivating and soliciting donors to approved projects in consultation. These efforts will be coordinated with other fundraising priorities and in consultation with on-campus liaisons for each project as appropriate.

10. Mailing lists/databases – The Office of Development will generate all solicitation mailing lists for approved projects, which will then be forwarded to University Press for mailing. It is the University's policy that any project that approaches University constituencies for fundraising purposes must have the approval of the Director of the Development Office as outlined in these fundraising policies. This includes any "soft" solicitations in newsletters or other department and/or coach updates and mailings. Any database used for fundraising purposes that is maintained by a department or person outside of the Office of Development _must_ have prior approval of the Director of the Development Office and must be compared with the University's database on an annual basis.

Crowdfunding at Messiah University

What is crowdfunding?

Crowdfunding is a method of raising funds online through social media and crowdfunding platforms, usually characterized by a peer-to-peer ask. In higher education, it is used as a vehicle for students and alumni to raise funds for research, projects, and other opportunities that matter to them at their institution by reaching out to their networks for support.

Why should Messiah University use crowdfunding?

Higher education crowdfunding sites offer an economical means for students to effectively market information about their innovative projects and to communicate them broadly via social media in a cost effective and streamlined manner that is currently not available to them at Messiah University.

By implementing an institutionally sponsored crowdfunding program, we will also greatly reduce the risk of students using public platforms like GoFundMe or IndieGoGo to raise funds for their projects. Unless an institutionally sponsored crowdfunding platform is used, funds raised would be received directly by the requestor, creating personal income and related tax liability. Additionally, donors to these projects would not be properly acknowledged or stewarded on behalf of the Messiah University Office of Development.

Finally, crowdfunding will allow us to easily engage new donors and reengage lapsed donors. On average, about 25% of the donors for crowdfunding projects at higher education institutions are new or lapsed. These figures are consistent with what we observed on our first Giving Day (2/9/17), when about almost a third of the gifts we received came from first-time or lapsed donors.

Proposed Policy

Messiah University will sponsor a pilot program using crowdfunding for FY18, launching our first projects in July 2017. This is not a method to be used for standard annualized giving, donor outreach, or other typical Development-related operations. This is an option that is solely to be used for projects needing one-time funding.

This crowdfunding program is open to all faculty, students, and staff at Messiah University who are raising money for University-based initiatives and projects. The institutionally sponsored crowdfunding platform cannot be used to fund independent business or charity ventures, regardless of whether or not the people leading those ventures are members of the Messiah community.

If fundraising for University-based initiatives, Messiah University students and employees are **required** to use the University vendor that has been retained by the Office of Development for crowdfunding. This compliance will ensure the project is branded appropriately for Messiah University and that the donor's gifts are tax-deductible and stewarded properly. This will also assure that no tax liability accrues to the initiator as a result of receiving the funds personally.

All funds collected will be properly receipted to the donor by the Office of Development and placed in the designated University account for use on the project. It is the expectation of

Messiah University that all gifts received via crowdfunding will be acknowledged by the project manager in writing outlining the expenditure of funds and report on the outcome of sponsored activity.

All projects must be consistent with the SGA fundraising policy and Messiah University gift policies in order to be approved.

Proposed Procedure

Students and employees interested in running a crowdfunding project will be asked to identify a manager for the project – this manager will be the owner and producer of the content that will be posted to the crowdfunding site. The project manager will submit an application for the project to the Office of Annual Giving, and once the project is approved, a member of the Annual Giving office will meet with all designated leaders to guide them through the crowdfunding process.

It is important to note that project managers will get out of their crowdfunding campaign what they put into it. In order to be successful, project managers will need to follow the timeline provided to them by the Office of Annual Giving and be willing to send multiple communications to their network of contacts. Information, videos, and photos regarding the project are critical to successful fundraising.

Authorized Crowdfunding Vendor and Fees

Hubbub is the authorized crowdfunding vendor for Messiah University. No other vendor may be used without the initiator incurring personal income tax liability from funds received. All funds solicited via the authorized crowdfunding vendor will be receipted by Messiah's Office of Development, deposited in the appropriate account, and subject to all policies and fees.

FAQs

1. What happens if a project doesn't meet its goal?

   A project that doesn't meet its goal will receive whatever funds were raised during the duration of the campaign. These funds will be deposited into the designated University account for use by the project managers.

2. Who decides that a project will be sponsored by Messiah crowdfunding?

   Applications for crowdfunding projects are reviewed and approved by the Office of Annual Giving.

3. What kinds of information will the project manager need to provide on the application?

   Applicants will be asked to tell us about your group, your target audience for your crowdfunding campaign, your fundraising goal and budget for those funds, and about your plan for keeping your project actively updated and your team engaged via social media, email communications, etc.

4. What is an appropriate funding goal for projects?

Crowdfunding goals range from $1,000 to $10,000. Setting a realistic goal for your crowdfunding project is important – if you reach your goal, donors will be more likely to support your team again in the future. In addition, it leaves your donors feeling like they had an active role in bringing your project to life. It is always better to start with a lower goal and create stretch goals to keep the momentum up with your month-long campaign. Your Annual Giving representative will help you establish an appropriate goal during your planning meeting.

5. Are payments secure?

Yes. Our crowdfunding platform meets all standards for PCI compliance.

6. Can people support a Messiah crowdfunding project with a gift by mail or phone?

If people prefer to make a gift using their credit card over the phone, they may do so by calling into the Office of Annual Giving at 717-796-5066. Because of the online nature of crowdfunding, we are not able to accept gifts via mail, although exceptions may be granted for certain projects at the discretion of your Annual Giving representative.

7. What happens if my project isn't approved for Messiah's crowdfunding platform? Can I use a public crowdfunding platform?

Because of the tax liability and donor stewardship issues outlined above, you will not be permitted to use a public crowdfunding platform for your project if it is for a Messiah-sanctioned club or activity, even if it is not approved for publication on our crowdfunding site. We try to prioritize our crowdfunding projects based on when funding is needed, so if you are not approved for this crowdfunding cycle, we may still be able to publish your project at a later time.

8. Can I provide perks for my donors if they give at a certain level?

Yes, perks are a fun way to engage donors. Because of tax liability, all perks offered must be non-monetary in nature – i.e. a social media shoutout or a personalized thank you video. The Office of Annual Giving will help you think creatively about what perks your team might be able to provide.

9. How early do I have to submit my application to run a crowdfunding campaign?

In order to give your team ample time to meet all mandatory planning deadlines, all crowdfunding applications must be submitted 10 weeks in advance of the proposed launch date for the campaign.