UAccelerate

A central crowdfunding resource at the University of Arizona

The University of Arizona Foundation is offering a new crowdfunding tool for groups on campus looking to raise $2,500 to $15,000.

The crowdfunding site for the University of Arizona is where alumni and friends can make donations to support innovative projects that propel student engagement, new research discoveries, and efforts to expand the UA's reach.

Top Questions

If I'm interested in creating my own project to be funded on the crowdfunding site, how do I get involved?

If you are interested in having a project on crowdfunding please email crowdfund@uafoundation.org or visit www.uafoundation.org/crowdfunding to receive an informational packet and project application form.

Who determines which projects get approved to launch, and what criteria are used?

Project Managers must contact their college dean or department head and Development Office for initial project approval. Once application is completed, Crowdfunding Committee members determine project approval. Each project is reviewed by a designated Crowdfunding Committee member to which the proposed project aligns.

The project categories are listed below:

Office of Research & Discovery - Interdisciplinary research and scholarly project.
Office of the Provost – Projects generated by faculty, staff or graduate students primarily for the benefit of these groups, for outreach, travel, creative works/performance, professional development, disciplinary project.
Student Affairs and Enrollment Management – Projects generated by undergraduate students and/or primarily for the benefit of undergraduate students.
Tech Launch Arizona – Proof-of-concept, entrepreneurial start up projects.
Athletics – Projects primarily for the benefit of student-athletes.

The following criteria are highly recommended when proposing a project for approval:

- Specific
- Meaningful
- Attainable

- Time Bound
- Team Leadership
- Project Manager

General Guidelines:

GOAL SIZE	$2,500 to $15,000
LENGTH OF CAMPAIGN	30 days
LENGTH OF CROWDFUNDING PROCESS	3 months
FOCUS	A *specific* project or initiative
LEAD BY	A project manager
TEAM SIZE	4-5 team members (suggested amount)

How long does the crowdfunding process take?

The entire length of the crowdfunding process takes approximately three months to complete. Once launched, the length of the online campaign is 30 days long in which that time donors can view and donate to the project page.

How can we make sure projects are successful?

Crowdfunding campaigns have been most successful when a handful of elements are taken in to consideration.

- **Soliciting a crowd**
  - Soliciting a designated crowd is essential to succeeding with a crowdfunding campaign. Crowdfunding is a 30-day sprint, so it heavily relies on team members to spread the word about the campaign through word of mouth, email, and all social media outlets.
- **Videos and Photos**
  - It is found that most successful projects have a short one-to-three minute video that donors can view to receive more knowledge on the project.
  - If your project team is in need of equipment to produce project videos and photos, please explore resources *Gear to Go* provides for equipment rental http://www.uits.arizona.edu/departments/oscr/locations/gtg.
- **Updates**
  - Once an online campaign is launched, it is essential that the Project Manager and team members are providing updates and thank-you messages and videos for individuals who have donated to the project.