About CMU Crowdfunding

- The CMU Crowdfunding platform is designated for university-related projects that impact and benefit CMU students, and with funding goals of $2,000-$10,000.
- CMU Crowdfunding is sponsored by University Advancement through the Office of Annual Giving. There is the standard 12% Administrative Fee charged on all gifts made to the university, including those gifts for CMU Crowdfunding projects.
- Each CMU Crowdfunding contribution is a charitable gift to CMU, designated to the project of the donor’s choosing.
- CMU Crowdfunding project campaigns are typically open for funding support for 30 days and remain on the site afterward to provide project updates to the donors.
- Gifts can be made to CMU Crowdfunding projects by anyone worldwide, provided they have a credit card. Payments must be made in US Dollars only.
- A project’s success is based in part on the amount of personal outreach and social media exposure generated by the Project Leader/Team.
- Visit the site https://crowdfunding.cmu.edu, give and share!

The Application Process

Interested students should complete an electronic application via the CMU Crowdfunding homepage.

- Upon submission, the CMU Crowdfunding Review Committee will consider all proposals and determine which projects will be included on CMU Crowdfunding.
- By submitting the application, the Project Leader(s) agree(s) to the following:
  - Attend an orientation session with the Project team to receive materials, tools and timetable.
  - Provide detailed budget for the Project.
  - Develop website content and produce a short video (2-3 minutes).
  - Develop a social media plan with an email list of at least 100 individuals (per team member) prior to the launch of the Project.
  - Maintain the project site and continue outreach until the Project closes.
  - Provide weekly updates during the crowdfunding campaign and after the Project is complete.
  - Meet all deadlines as outlined at the orientation.
  - Recognize that a 12% Administrative Fee is charged by Carnegie Mellon University on the total funds raised.
  - Spend all Project funds as outlined in the original proposal.
  - Fulfill perks as outlined by the Office of Annual Giving within one week of campaign close.
  - Along with each member of the Project team, make a donation of $5 or greater to the Project during the campaign’s quiet launch.

2016-2017 Key Dates

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For more information, contact the CMU Crowdfunding Manager in the Office of Annual Giving:
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