



Thank you for your interest in Olin College's crowdfunding platform, [FundIt.Olin.edu](http://FundIt.Olin.edu). This application will evaluate your project's suitability for FundIt.Olin.edu and a 30 to 45 day fundraising campaign. Applications are reviewed on an ongoing basis. Once you have completed your application please email it to [FundIt@olin.edu](mailto:FundIt@olin.edu).

**FundIt.Olin.edu is hosted by ScaleFunder.** ScaleFunder is a fundraising platform for educational institutions. It allows individuals and groups within higher educational institutions to harness the growing phenomenon of crowdfunding, which is the process of accepting micro-donations toward a larger fundraising goal, creating community engagement in the process.<sup>1</sup> The main difference in ScaleFunder and other crowdfunding sites like Kickstarter is that with ScaleFunder, as soon as a donation is made for a project, the donor's credit card is processed and the funds are received in Olin's bank account. There is no waiting to see if the goal is funded or not. Even if the project does not reach the goal, the funds will still go toward the project and impact will be made with the funds. There are no additional fees charged by ScaleFunder no matter how many gifts a project receives.

<sup>1</sup>ScaleFunder website (<http://www.scalefunder.com/who-we-are/>)

**Proposed project title:**

**Team name, group, or area of college applying:**

**Project Lead name, email address and phone number:** (There is ideally one but maximum of two project leads on each project who work on logistics and make sure all of the tasks are being completed to ensure timely execution and success.)

**Who are the project owners?** (Please list first and last names) There should be between one and four project owners who "sponsor" the project and will be the face of the project on the crowdfunding project page. These people can include an Olin Faculty member, and there can be some overlap with project leads and project owners as long as those people can commit the time. All project updates will come from the project owners via email sent through ScaleFunder, and the success of the project can be associated with them, so picking the best project owners is important.

**Tell us about your group, its purpose and the project you are trying to fund.** Please include who will benefit from this project, how it will be implemented and any other facts you think a donor would need to know. Provide a two to three sentence description of what the project is and how it will benefit Olin College.

**How many members of your group do you have who would be willing to work on this crowdfunding project?**

**Who would be your target audience (prospective donors) for a crowdfunding campaign?**

**How much money is your group seeking to raise for this project to be successful?**

**What are your plans if your fund does not reach the monetary goal? What happens to the impact of your project?**

**Why do you think you will be successful in achieving your fundraising goal?**

**Please explain what you would do with the funds raised.**

**Do you have a list of supporters or potential supporters and personal contacts that you could use as your solicitation list?**

- Yes
- No

**Is funding your project urgent (i.e. needs to be funded within next 3 months due to timing of event or other deadline)?**

- Yes
- No

**What month would you ideally like to start this project and why?** (There needs to be 6 weeks lead time to get a project set up and ready for launch and then a project is 30 to 45 days long. We will be spreading the projects out throughout the fiscal year.)

**Do you want to do a 30 day or 45 day project?**

- 30 day
- 45 day

**Do you have photos you could use for your project that show the importance of giving for this project?**

- Yes
- No

**Do you have a video that could be used to tell the story and importance of giving for this project?**

- Yes
- No

**If not, do you have the ability to create a video to be posted on Fundit.Olin.edu?**

- Yes
- No

**Where will your group be posting the link to your ScaleFunder site (Facebook, Twitter, other social media sites, project webpage)? Please provide us with the links.**

**Describe your group's social media reach to date (number of followers, average # of posts per week, and any other information you think would be useful).**

**Explain how you and your project team will stay committed for the duration of the project.** Projects listed on FundIt.Olin.edu run for 30 to 45 days. Your team will need to provide updates and remain actively engaged (new videos, postings, pictures, using social media such as Twitter and Facebook, campus events and email). It is recommended that each team member ideally commit 30 minutes per day for the length of the campaign.

**Does your group currently have a fundraising general ledger account with the Financial Affairs department where revenue from fundraising efforts has been entered previously?**

- Yes
- No

**If yes, please indicate the four digit project number: \_\_\_\_\_**

**Do you have an Olin general ledger account where your group's expenses are managed?**

- Yes
- No

**If yes, please indicate the four digit project number: \_\_\_\_\_**

**Who is your approved Budget Manager? \_\_\_\_\_**

**Thank you very much for taking the time to fill out this application!** The FundIt.Olin.edu project decision team will review and get back to you soon. If you have questions in the meantime, you may contact Shannon Paleologos at [Fundit@olin.edu](mailto:Fundit@olin.edu) or 781-292-2293.

Upon approval of projects, Development, Family and Alumni Relations will contact you about next steps. DFAR will have access to all information that is entered on ScaleFunder and has the right to remove any contact that is deemed inappropriate for Olin potential supporters.