



Complete this application to launch a crowdfunding project at Fundit.Olin.Edu!

Thank you for your interest in Olin College's crowdfunding website, Fundit.Olin.edu. This application will evaluate your project's suitability for crowdfunding at Olin and if approved, provide the preliminary content to get your page started. Applications are reviewed on an ongoing basis. Once you have completed your application please email it to DevelopmentOffice@olin.edu.

Fundit.Olin.edu is hosted by ScaleFunder and is the only college-approved crowdfunding site at Olin. ScaleFunder is a fundraising platform for educational institutions allowing higher educational institutions to harness financial support. The main difference in ScaleFunder and other crowdfunding sites is that 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 and there is no fee.

In submitting this application:

We understand DFAR will not provide us with contact lists of people to reach out to for fundraising.

Initial here:

We understand DFAR will share our approved project link in the Parent oLink and Alumni oLink (sent mid-month)

Initial here:

If you recently had a crowdfunding project (within the last year) please answer the questions with an # sign.

Basic Info

Proposed project title (#):

Team name or group applying (#):

Project lead names & email addresses (#): (There are ideally 1-2 students with a faculty member who will communicate about the project application.)

Who are the project owners? (#) (Please list first and last names & emails for 2-4 students who will add the content, photos and video to the crowdfunding page. We will give the project owners access to the page if the project is approved. Those individuals should also be the ones to lead the team or group in fundraising outreach. Your team is responsible for sharing the project and soliciting donations.)

How much money is your group seeking to raise? (#)

Tell us about 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.

Who would be your target audience (prospective donors) for a crowdfunding campaign? What is your plan to use the crowdfunding page in your fundraising? (Reminder, DFAR cannot provide solicitation lists.)

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

Yes

No

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

What month would you ideally like to start this project? (note: you will need approval and website preparation time before launching the project in one of the student fundraising months-listed below) (#)

November

February

April

Provide a 2 sentence project description for your fundraising project page, if approved: (#)

Marketing & Social Media

Do you have photos you could use that show the importance of this project?

Yes

No

Do you have a video that could be used (or created) to tell the story and importance of giving for this project? (videos need to be a YouTube or Vimeo link)

Yes

No

In progress

What social media sites is your group on where you will be promoting your project?

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 typically run for 30 days. Your team/group will need to actively promote your fundraising, share with prospective donors and regularly reach out to new people. Remember that your project approval does not mean the page is shared in front of donor audiences without your promotion of it.

Financial Tracking

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

Unknown

If yes, please indicate the four digit project number: _____

Who is your faculty/staff Budget Manager at Olin? _____

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 or Emily Chilton at development@olin.edu or 781-292-2290.

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.