CROWDFUNDING AT UF

Caylin Hilton
Interim Associate Director, Annual Giving and Engagement for UF/IFAS Advancement

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ADVANCEMENT: WHAT WE DO

• Create Awareness
  • Tell the UF/IFAS story
  • Provide framework for giving

• Build Relationships
  • Identify and cultivate donors

• Generate Support
  • Create proposals and solicit donors

• Steward Donors
  • Recognize donors and begin process again
SERVICES WE OFFER

• Annual Mailings
• Facilitating Donor Engagement
• Donor research and data
• Concept and proposal development
• Online Giving Tools
SERVICES WE OFFER

• Donor messaging and communication
• Stewardship and donor relations
• Gift processing and documentation
• Philanthropic grant preparation
  • What’s a gift and what’s a grant?
WHAT ABOUT CROWDFUNDING?
Currently no formal program in place

Resource limit to manage a comprehensive program for the University of Florida
**Why Crowdfunding?**

- Faculty/student research and programs can be compelling cases for support from public.

- Can reach networks (email, social, personal) beyond UF’s standard alumni/existing donor network.

- Live and dynamic platform.
Why NOT Crowdfunding?

• Contributions to CF platforms (gofundme, kickstarter, indiegogo, etc.) are not considered charitable contributions to a 501(c)3
  • No receipt from UFF

• Fees assessed by platforms on top of UF/UFF fees

• Unable to capture/maintain individual donor information
  • Future renewals, communications
  • Alumni giving participation
  • Contact data update services
So if not crowdfunding, are there **ALTERNATIVES**?
ALTERNATIVE...

• UF Foundation online giving
  • Recently launched a **new online giving presence**
  • **Appeal code** with unique link to page on UFF site
    • Gifts deposited to a 171 fund
    • Specific to project (standard $2,000 min. to open)
    • Subaccount – transferred to appropriate sub-account by dept. when received from UFF
  • UFF Giving Form code can be hosted on other sites (Kimbia platform)

• Reporting
  • Transactions appear with appeal code in weekly report to fund administrators/fiscal designee
  • Ad hoc appeal code transaction reporting on request
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ALUMNI CHALLENGE

MAKE A GIFT

TRACK OUR PROGRESS:

We have raised $30,168.57 to date

GIVE NOW

Donation
- $25.00
- $10.00
- $5.00
- Other

Your Information
Are you an MFOA Alum/Alumna?
- YES
- NO

First Name
Last Name
Email Address
Country
Street Address
Street Address 2
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May 2015 – May 2018

$170,000+

13,000+ gifts
ALTERNATIVE...

• Donor experience and opportunities
  • Donor receives receipt from UF Foundation and giving to UF is recognized in their record
  • Data captured for stewarding, reporting updates and asking for future support on behalf of programs/fund

• How?
  • Contact Caylin Hilton, cnewbern@ufl.edu to discuss project and strategy for appeal code, unique project link and reporting
THANK YOU! QUESTIONS?
• **UFF, DSP or BOTH?**

• **Factors in determining:**
  - Regulatory approval/monitoring?
  - Detailed expectations for deliverables?
  - Special requirements such as ownership of intellectual property?
  - Should the payee be considered a donor to UF for future relationship cultivation?