

Tulane University Office of Advancement
WaveStarter Crowdfunding Policy – 12/7/23

Introduction

The Office of Advancement's Annual Giving office manages the WaveStarter crowdfunding platform (<https://wavestarter.tulane.edu/>) to support the vision, mission and core values of Tulane University. Crowdfunding is the practice of funding a project or initiative by raising many small donations of money from large numbers of people, typically via the Internet. Crowdfunding can be used to fundraise for a wide variety of projects initiated by faculty, staff, students, and groups on campus at Tulane University. This policy states the restrictions, roles and responsibilities associated with WaveStarter.

Policy

- I. Each crowdfunding campaign must further Tulane University's institutional mission by supporting university programs and initiatives. Funds cannot be redirected to a third-party entity such as an external charity or non-profit. A campaign can fundraise to further the educational experience of Tulane students, but not simply to direct financial support to individuals or others outside the Tulane community.
- II. Any current Tulane University student, faculty, staff member, or alumni affinity group may submit a crowdfunding campaign application.
- III. The Office of Advancement's Crowdfunding Committee, in its sole discretion, will determine the eligibility of submitted applications.
- IV. Each crowdfunding campaign must identify a single student, faculty or staff member to serve as the campaign team leader. If there is a change of campaign team leader within the campaign cycle, Annual Giving staff must be notified immediately.
- V. Each crowdfunding campaign must identify or create a Tulane University budget account to receive donated funds.
- VI. All donated funds must be used for the stated purpose(s) of the crowdfunding campaign. Within sixty (60) days of disbursement of funds from the Office of Advancement, the campaign leaders must submit a full report to Annual Giving staff with a copy to their advisor, including planned use of funds. Failure to meet this deadline may jeopardize eligibility for future crowdfunding campaigns. Annual Giving staff may require additional follow-up reports as necessary.
- VII. All crowdfunding platform content will be reviewed by Annual Giving staff, who have the

authority to edit or require revisions to the content at any time. Once reviewed and approved by Annual Giving staff, changes cannot be made without further approval.

VIII. Crowdfunding campaign teams must develop campaign content. Annual Giving staff will consult with teams to generate ideas, provide feedback, and review content.

IX. The Office of Advancement will not provide crowdfunding campaigns with contact data from its database or send communications on behalf of a specific crowdfunding campaign. Crowdfunding campaign teams must utilize their networks and contact lists.

X. The Office of Advancement must review any donor benefits or premiums. The Office of Advancement may deny benefits or premiums that would affect tax-deductibility or the tax receipting process of gifts.

XI. Crowdfunding campaigns must not violate any law, regulation, or Tulane University policy. Crowdfunding campaigns must refrain from using sex, gender, race, religion, age, national origin, disability, and other protected classifications as an eligibility criteria.

XII. Crowdfunding groups are limited to one campaign cycle per academic year. The length between campaigns is at the discretion of the WaveStarter committee. Most campaigns last for 15 days.

XIII. Crowdfunding campaigns that are returning to the program may receive the list of their non-anonymous donors from previous years at the discretion of the Office of Advancement. They may not receive any information on anonymous donors including name, address, email, etc.

XIV. Crowdfunding campaigns that do not achieve 50% of their goal and reapply the following year must submit a proposal to the committee detailing any challenges they had in their previous campaign and how they will be remedied. If approved, failure to achieve over 50% of the goal in the second year may result in a two- year hiatus from the WaveStarter platform.

XV. Office of Advancement reserves the right to revoke approval of campaigns before launch or during the campaign due to a student, faculty, or staff member's unresponsiveness or any policy violations. For example, unresponsiveness includes more than three unanswered WaveStarter emails sent to the student, faculty, or staff member during the pre-campaign or the campaign.

XVI. Office of Advancement reserves the right to suspend a campaign due to unforeseen circumstances and will take steps to minimize the impact of any suspension of the campaign.