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The Vice President of Advancement oversees all fundraising activities at Fort Lewis College. The Director of Outreach and Donor Relations reports to the Vice President of Advancement. The Crowdfunding Manager is the Director of Outreach and Donor Relations or a direct report.

The practice of funding a project by raising many small donations from numerous people, typically via an app or software platform; text, email, phone, and in-person communication; and social media. Peer-to-peer fundraising is a type of Crowdfunding and is included in this policy. Peer-to-peer campaigns involve supporters who fundraise independently on the College's behalf using individual donation pages under the supervision of the Crowdfunding Manager.

A small team or teams of individuals that will act as the face of a crowdfunding project, work with platform administration, delegate tasks to Team members, and collaborate with the Crowdfunding Manager.

Responsible for content and copy creation, helping with marketing tasks and outreach, tracking fundraising progress, and providing feedback and impact information to the Crowdfunder. All crowdfunding projects must support the Mission of Fort Lewis College.

All crowdfunding projects must comply with the Donor Bill of Rights.

Crowdfunding projects must have specific goals that are driven by tangible accomplishments such as: supporting departmental impact or operational funds, purchasing equipment, funding research or scholarships, or providing professional development opportunities. This is not an extensive list, and the Crowdfunding Manager must approve all fundraising strategies and goals.

Requests to begin a crowdfunding campaign should be submitted to the Crowdfunding Manager no less than three weeks before the desired campaign launch date.

Crowdfunding projects will be hosted for a pre-determined amount of time, typically 14-30 days. While some exceptions may apply, 14-30 day crowdfunding project campaigns fall within best practices and tend to drive urgency and perform strongly.

To ensure compliance with Advancement guidelines, all crowdfunding projects must have an approved gift fund set up through the Fort Lewis College Foundation, to which donations can be accepted and distributed to the Project Team's campus unit account. Crowdfunding Project Leaders may use a gift fund associated with a sponsoring unit, such as a department, program, or center, with the approval of the Dean or Director in that area. If an appropriate sponsoring unit gift fund



