

UC ANR & Crowdfunding?

What is Crowdfunding?

Crowdfunding is the practice of securing funding by enlisting the services of a large number of people, to support your project, and, most importantly, to promote it to their network and request their followers to support it as well. Success is dependent on two things: the size of your network of supporters and having a key social influencer who promotes your crowdfunding project.

Can UC ANR do Crowdfunding?

UC employees and UC support groups are **not** allowed to utilize fundraising platforms outside of the UC system to raise money for UC projects and programs. Go Fund Me and Facebook Fundraising are two examples of prohibited programs.

UC campuses and divisions must establish their own systems. “Crowdfund UC Davis” is an example of a UC crowdfunding platform. Only those with UC Davis gift account for their project are eligible to submit an application.

Once a UC program is established, projects must support UC programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. UC cannot act as a “pass-through” entity to provide funding to other charities

UC ANR (as of September 2020) is working on getting its own crowdfunding platform. Progress has been delayed due to the need to replace our current Giving Tuesday platform. Also, any system we utilize must go through the IT Vendor Risk Assessment. We do not anticipate having an approved platform until early 2021.

When we have a platform, what should we know?

The reality is that crowdfunding only works if you have a group willing not just to give, but to promote your site to others in their network. Think of the ALS Ice Bucket challenge or more recently, Captain Tom’s campaign in Britain for the National Health Service. These campaigns caught the attention of the media and, in many ways, more importantly, the attention of social media influencers, who actively promoted the campaigns.

Moderate success in crowdfunding requires the same thing that is needed to be successful in any type of fundraising: a network of people interested in your work. **BIG** success in crowdfunding requires not just a network of interested parties, but social influencers willing to promote your cause to their large network.



*Key Takeaway:
Crowdfunding sounds great,
but requires a large network
of supporters and key social
influencers.*
