

Why should I use www.missouristatecrowdfunding.org?

- Our site was designed for higher education fundraising and is optimized for this purpose. It is customized for MSU and is more suited for university fundraising than the competitors that are available (kickstarter, indiegogo). Many faculty members and student groups have utilized our crowdfunding site and have been very successful.
- All the contributions are considered tax-deductible gifts and the Missouri State University Foundation provides donors the appropriate receipts.
- If MSU alumni contribute – they can get an active member alumni card for a qualifying gift of \$25 or more.
- Gifts are recorded in the development database, Banner. Contributor(s) can be thanked again or solicited for other campaigns at a later date (by using another crowdfunding site, you would lose this information after your project is complete). Gifts will appear in the regular college/department gift reporting. Gifts go into a specific designated foundation account for your project and University spending guidelines must be followed.
- Our site offers “heat maps” that show where gifts are coming from, advocates features to track volunteer and team progress, advocate incentives, matching, giving challenges and many more unique and useful features!
- The use of your team’s social media and the potential to “go viral” reach far beyond the Foundation’s traditional means of communication and database records.
- Crowdfunding campaigns can be integrated with traditional fundraising as well. Donors can initiate match opportunities or challenges, and offline gifts (checks) can be added to the campaign for those that don’t want to use their credit or debit card.
- The site is mobile optimized! People can give anywhere they can use a smartphone! It is a quick, easy and secure way to give!
- The Foundation also tweets and shares projects on social media to help them succeed.
- The Foundation helps proofread the project and coach the project creator for their success. There is a lot of credibility for a project that appears on our official crowdfunding page.
- There are **no additional crowdfunding fees** and **no credit card fees** (it can be 7.5%+ on other sites), **only standard Foundation management fees apply (5% or less)**. Your program keeps more of the money raised!

Visit www.missouristatecrowdfunding.org to get started! Click on “create a project” - there you will see the link to fill out an application! Call 417-836-4143 or email crowdfunding@missouristate.edu if you have any questions.