



## About Fund the 'Ville

Fund the 'Ville is Millersville University's new crowdfunding platform, designed to empower the MU students, faculty, and staff, to raise the funds needed for projects, events and efforts that will make a difference within the Millersville University community. Projects get posted to the Fund the 'Ville site where you can track their progress and share with family and friends. Donors can browse the site's campaigns and find ones that matter to them.

All crowdfunding campaign applications are subject for approval by University Advancement and all applicants will be contacted to determine next steps with respect to their crowdfunding project.

## Fund the 'Ville Project Guidelines

### Eligible Projects

Before submitting your project for consideration, please be sure you can meet the following guidelines:

- ✓ Your project and/or fundraising effort is affiliated with Millersville University
- ✓ Approval from individual/organization's division head/director (i.e. Vice President, Dean, Advisor)
- ✓ An established University fund to which gifts can be directed. If you do not have an account we will create one for you. **Note: an SSI account is *not* considered a University account.**
- ✓ A dedicated project leader(s) who will spearhead project initiatives and promote the project throughout the entire campaign duration – *in all, campaigns will run about 3 months from start to finish*
- ✓ A realistic, defined, and measurable fundraising goal – *suggested campaigns should fall between \$1,000 - \$10,000. Projects that fall outside those parameters require additional discussion*
- ✓ A specific, concise project description
  - Projects should be:
    - Specific – be clear about what you're trying to fund
    - Attainable – make sure you can complete your project once you reach your goal
    - Realistic – your goal should be in-line with the size of your donor base

- Time-bound – why is it important to make a donation right now?
- ✓ A thought-out timeframe – *campaigns will remain active on the site for up to 60 days*
- ✓ A thought-out marketing and outreach strategy – *who will be your target audience?*

Visit the Fund the 'Ville homepage at <https://www.millersville.edu/development/crowdfunding/index.php>

**For more information on starting a project, please visit <https://www.millersville.edu/give/fund-the-ville/index.php>**

For all additional information on Fund the 'Ville, please contact Lindsay Zeglen, Digital Gift Officer, at [Lindsay.zeglen@millersville.edu](mailto:Lindsay.zeglen@millersville.edu)