What is Catalyzer?
Northwestern’s Catalyzer is a student-focused fundraising tool that enables student organizations to raise money to pursue meaningful projects that make an impact—socially, culturally, and globally. Catalyzer propels projects and programs to great heights, thanks in large part to contributions from generous donors. With Catalyzer, the sky’s the limit. With Catalyzer, student projects will go the distance.

The first Catalyzer student projects were launched in the spring of 2015, and students have been funding important and transformative projects ever since. Catalyzer is run by the office of Alumni Relations and Development.

Can my student group use Catalyzer?
In general, groups must meet the following criteria to be eligible:

- Student groups must have a SOFO account and be an organization in good standing with the Office of Student Affairs.
- Your group must be at least one year old and be listed on Wildcat Connection.
- You must connect with your advisor about your project proposal before you apply and get their support.

Additionally, you should have a specific project in mind for which you would like to raise funds and be willing to put in some time and effort to reach your fundraising goals. You should also have a decent-sized network and your group members must be willing to reach out and ask for support from their families and friends for your project to be a success.

Is my project a good fit?
Great question! We are happy to work with your student group to come up with a project that would be a good fit for fundraising on Catalyzer. In general, here are some guidelines regarding:

**Projects we can typically help fund:**
- Projects that benefit the broader Northwestern community like a free event or performance open to the Northwestern community or the public
- Projects that further the mission of the University
- Projects that feature educational components like bringing a speaker to campus or hosting a conference
- Projects run in collaboration with a University department, like buying equipment or supplies for a team or club

**Projects it can be difficult to fundraise for on Catalyzer:**
- Projects that benefit a select class or group of individuals like student trips, student scholarships, or funds to reduce financial burden on group members
- Projects that don’t seem to benefit the University community, like donating to or supporting an external nonprofit organization

For questions, please contact NUFundraising@northwestern.edu.