Owl Crowd Solicitation Policy

PURPOSE:

Temple University policy for soliciting donations using Owl Crowd platform from the students, alumni, faculty/staff, etc.

BACKGROUND:

The Office of Annual Giving provides and supports the Owl Crowd Platform to host crowdfunding campaigns. In addition to any support offered by the Office of Annual Giving, successful crowdfunding campaigns may need various internal advocates and other approvals for the campaign before the launch of the campaign.

DEFINITIONS:

Owl Crowd- Temple University internet website hosting and facilitating crowdfunding platform managed by the Institutional Advancement Office.

Crowdfunding- an internet-based, social fundraising effort in which a group of individuals solicit the general public for donations to support a project or initiative with which they are involved, or of which they are supportive.

Campaign- a fundraising effort launched on the Owl Crowd Platform that is designed to raise a specified sum of money within a defined timeframe to meet an advertised goal or need.

Campaign Leadership- individual(s) affiliated with Temple University who oversees the application, preparation, launch, and peer solicitation efforts related to a crowdfunding campaign launched on Owl Crowd.

POLICY:

The Office of Annual Giving is assigned responsibility for approving and coordinating crowdfunding campaigns on the Owl Crowd platform.

Any person, group or entity affiliated with Temple University wishing to conduct a crowdfunding campaign in the name of Temple University and in furtherance of its mission shall begin the process by applying to use the Owl Crowd Platform. If the application is approved the Office of Annual Giving will make available resources and support in the execution of the crowdfunding campaign. Approved crowdfunding campaigns will be considered a sanctioned fundraising initiative of Temple University.

Campaign leadership is responsible for ensuring that they have met all applicable requirements prior to the submission of their application and must produce any required documentation of compliance when the application is submitted. Documents can be sent to owlcrowd@temple.edu

Participants are responsible for compliance with all laws and all other relevant University policies and procedures.

Each crowdfunding campaign conducted on the Owl Crowd platform shall have a maximum duration of 30 days.

Temple University and the Office of Annual Giving reserve the right to refuse donations and contributions from any crowdfunding effort hosted on any platform other than the Owl Crowd Platform. Temple University does not currently accept payments from services such as Apple, Google, PayPal, or Venmo, and payments from those and similar third-party payments. Gifts through Owl Crowd are tax deductible if made under Temple University's tax-exempt status and if they otherwise qualify for a tax deduction.

APPROVAL OF A CROWDFUNDING CAMPAIGN:

All applications to use the Owl Crowd Platform will be reviewed by relevant parties within Temple University. However, final approval of an Owl Crowd campaigns rests solely with the Office of Annual Giving.

CROWDFUNDING SOLICITATION:

Any individual, group or entity interested in creating an Owl Crowd campaign may apply at any time using the application form. The application can be found at www.giving.temple.edu/owlcrowd. Upon receipt, the administrator for Owl Crowd in the Office of Annual Giving, or other staff person as assigned, will review the application, and arrange a consultation to discuss fundraising potential, timing, audience, and strategies.

If approved, the requestor(s) will be responsible for preparing all materials and information related to their crowdfunding campaign. Annual Giving must approve the design, message, timing, and audience of any crowdfunding campaign prior to the launch of the campaign.

Campaign leadership is responsible for identifying and collecting the contact information of potential donors to their crowdfunding effort. Similarly, the campaign is responsible for coordinating outreach to prospective donors in accordance with university policy. Temple University Institutional Advancement is responsible for managing data used in Temple University communications in support of the Owl Crowd campaign and is the sole owner of internal donor data.