Crowdfunding at The Ohio State University
The Office of Annual Giving

What is crowdfunding?
Crowdfunding is a form of peer to peer fundraising, generally driven by efforts to raise funds for a specific project. This project typically has a deadline and defined dollar goal and is driven by the creators of the project, such as inventors or researchers.

Crowdfunding efforts are amplified by social networks, such as Facebook and Twitter, to allow donors to publicize the project they support while encouraging others in their social network to join the effort and spread the word. The individual making the ask on behalf of the organization and sharing the ask with their social networks increases reach and engagement through trusted relationships and creates champions for the cause. This type of fundraising opens doors to individuals the organization might not otherwise be able to effectively reach and engage.

Is crowdfunding what I need?
Crowdfunding is one of many digital tools to increase fundraising efforts and engage individuals. If you are interested in learning more about crowdfunding and if it might be the right tool for you, please contact the Office of Annual Giving. You will be asked to provide the following details about your project:

- Overview of the project you are trying to fund
- Goal
  - Monetary
  - Aspirational
- Communication plan for promotion
- Potential audience/distribution list
  - Target audience affected by project outcomes

The Office of Annual Giving will make recommendations on a fundraising plan that works with current Advancement policies and procedures.

How can we help you?
Currently we have two approved tools in place to support your digital fundraising needs.

- iGive – online giving site for The Ohio State University
- experiment.com – approved research crowdfunding partner

To discuss your fundraising options and learn more
Please contact Megan Murphy, digital fundraising specialist, Annual Giving, at murphy.1426@osu.edu or (614) 292-0989.

The Office of Annual Giving
The Office of Annual Giving is part of The Ohio State University Alumni Association and is responsible for securing gifts from alumni, friends, faculty, staff, students, corporations and foundations. The office works collaboratively with partners across the university to develop strategies and solicit gifts in support of the university’s colleges, units and initiatives.

The Office of Annual Giving works in conjunction with its Advancement partners to provide support with communications, solicitation tools, reporting and gift processing.

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