

## Morehouse School of Medicine Crowdfunding

### **General FAQs**

#### **About / Apply**

Welcome to Morehouse School of Medicine's Crowdfunding platform, where students, faculty and staff members, and researchers can raise money to turn their great ideas into reality. As our program develops, we're looking to find out the kinds of projects you would like to help make happen. If you like the ideas you see on this site, please let us know by supporting them and sharing with your networks.

**Applications are now being accepted for projects to crowdfund in spring 2017. Before applying, please review our [crowdfunding procedures](#).**

**[Complete an application today.](#)**

#### **Deadlines:**

To crowdfund in March 2017, applications should be submitted by Feb 1, 2017. To crowdfund in May 2017, applications should be submitted by April 1, 2017 for the committee to have time to review. Then, if the project is approved, the month of September would be used to create the page, upload photos, and provide adequate time for the participating group to respond with any revisions

**Eligible Projects:** Are affiliated with MSM and Morehouse Healthcare; have a sponsoring MSM department, program or center, in which donations can be deposited into; consist of project leaders that are willing to create and market promotion materials before, during and after the campaign; and gain approval by submitting an application and project pitch before the next round's deadline. If you have any questions, contact Michele Thomas at 404-752-1086 or email [mthomas@msm.edu](mailto:mthomas@msm.edu).

#### What is Crowdfunding?

Crowdfunding is the practice of sourcing small contributions from a large number of people to provide funding for a particular project or campaign, usually via the Internet.

#### What is MSM Crowdfunding?

MSM Crowdfunding is an online fundraising tool created by the Morehouse School of Medicine that allows individuals and organizations to create and share fundraising campaigns with an engaged community. The MSM Crowdfunding platform can empower the entire MSM community to come together and create lasting impact on projects they may be interested in or care about.

#### How does MSM Crowdfunding work?

Selected MSM students, faculty, and staff have created separate fundraising campaigns for a particular project with a specific funding goal and project completion timeline. In some cases, a

particular project may offer an intangible (non-monetary value) reward in exchange for support. Supporters can contribute to the project financially.

#### Who can contribute to MSM Crowdfunding?

Anyone! Contributions to projects can be made by any individual or organization inside or outside of the MSM community.

### **Project Team and Campaign Creator FAQs**

#### Who can start a project on MSM Crowdfunding?

All MSM students, faculty, and staff can apply to create and launch a campaign on the MSM Crowdfunding platform. The application can be found [here](#).

#### How does a project receive its funding?

The project teams work with the sponsoring department's budget coordinator to access money raised through a separate spending account set up specifically for their project at the onset of the campaign.

#### If I have a project idea but am not sure if I should apply, what should I do?

Contact Michele Thomas, the Crowdfunding Project Leader, at [mthomas@msm.edu](mailto:mthomas@msm.edu) or call 404-752-1086 to talk through your idea(s).

### **MSM Crowdfunding Contributor/Funder FAQs**

#### How do I contribute to a project on the MSM Crowdfunding site?

Find the project page for the project that you would like to contribute to and click "support this project." You will be asked for a contribution amount and credit card information. You can also contribute by telling your friends and family about a project that you are interested in, or by spreading the word across your social networks.

#### What methods of payment does MSM Crowdfunding accept?

MSM Crowdfunding accepts credit card payments (Visa, MasterCard and American Express.) To donate via mailed check, please locate detailed instructions at the bottom of the campaign page of the project you wish to help fund.

Is there a minimum or maximum amount I can contribute?

Yes, there is a \$1 minimum contribution amount required. There is no maximum amount and you can also make multiple contributions to multiple projects.

If I contribute to a project, when is my credit card charged?

Immediately upon making the donation.

Is my contribution tax deductible?

Yes, your contribution is a donation gift made to the MSM and is tax deductible as allowed by law. You will receive a tax-deductible receipt for the entire amount of your donation for use by the specified project.

Does MSM Crowdfunding store my credit card payment information?

No, MSM Crowdfunding does not store any payment or credit card information.

Is my contribution amount publicly displayed?

Unless you choose to give anonymously, your name will be displayed as part of the campaign's community of supporters. However, your contribution amount will not be publicly displayed.

Can I request to make an anonymous contribution?

Yes, you will be able to indicate when making your contribution payment that you would like to remain anonymous.

When will a project receive funds?

Projects will receive their funds once their campaign has ended (typical 30-45 days from the launch date of the campaign).

Can I share that I contributed to a project through my social media accounts?

Yes, please do! You can share the campaign directly using the "Share This Campaign" feature at the top of the campaign page. There is also a button on the MSM Crowdfunding site thank you page that you will see after a contribution is given that will allow donors to share their contribution with their own social networks.

Is my gift eligible for employer/corporate matching?

Yes. However, it can take several months for employers' matching funds to reach the MSM. In the event the match does not arrive before the project deadline, it will be applied to the respective club or organization's account for future projects.

How do contributors know that their contributions will be used for the project that they gave to?

100% of your contribution minus 5% credit card transaction and contribution fees will go only to the project (or projects) you have designated. Each project has a separate account set-up by MSM accounting which will be monitored by an assigned staff and/or faculty sponsor for each project.

How will I know if and when the project reaches its funding goal?

You can always check back on the project page to look at the funding progress. You can also sign up for updates or follow the project's social media pages for updates. You will receive an e-mail when the project fundraising time has expired regardless of the success.

What happens if a project exceeds its specified funding goal?

Each of the project teams has identified a set of baseline project tasks and goals in addition to a set of "stretch goals". Should a project be fortunate enough to exceed its funding goal, the additional funds will be utilized to help the team reach the project stretch goals as identified in their project description pages on the MSM Crowdfunding website. Designation of unspent funds is listed on each campaign page.

Are contributions returned if project does not reach its stated funding goal?

No, we believe that projects should be able to keep the funds that are raised even if the total funding goal may not have been reached. We expect each of the project teams will make some progress in achieving their project goals even if they may not have been fully funded.

Can I ask questions about projects?

Absolutely! You can submit questions and feedback through the MSM Crowdfunding website using the "Contact" or "Feedback" forms.

Can I sign up for e-mail alerts to receive project updates?

Supporters who have contributed to a project will receive e-mails whenever the project creator creates an update and when the project funding period ends.

What if I'm interested in using a 3<sup>rd</sup> party site to crowdfund?

If you're a MSM faculty, student or staff member seeking to crowdfunding on a 3rd party site, please refer to this [tip sheet](#).

For all other inquiries, including if you would like to meet in person to discuss crowdfunding, contact Michele Thomas at [mthomas@msm.edu](mailto:mthomas@msm.edu) or by calling 404-752-1086.