Crowdfunding
Is the project a fit to use the UWL Crowdfunding platform?

- **Specific project:** Can the project be quickly and easily explained? Does the project support the mission of UWL?
- **Realistic fundraising goal:** Is the project goal between $500-$5,000? Can the budget be explained?
- **Specific group dedicated to working on getting the project funded:** Is there a team of faculty/staff/students who are willing and able to invest their time into raising money for the project?
- **A sense of urgency:** Is there a deadline to raise the funds for this project?

**Applications due:**
- October 1 (Fall launch November 2)
- February 1 (Spring launch March 1)

Learn more and apply: [www.uwlax.edu/foundation/about-giving/crowdfunding](http://www.uwlax.edu/foundation/about-giving/crowdfunding)

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**UWL Giving Day 2020: One Day to Make A Difference**
December 1, 2020

- 24 hours to raise money for a group/project/area of campus
- Included as part of the University’s Giving Day email and social media campaign
- Each featured fund must have matching money to generate excitement around your goal and boost success.
- Contact your UWL Advancement Liaison to learn more

**Deadline for projects to be included in Giving Day 2020:** October 1

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**Other ideas**

Not sure about how to move forward with funding your idea? Contact the UWL Advancement liaison most closely aligned with your area.

**Contact your UWL Advancement Liaison to learn more:**
- **Jackie Jensen-Utz:** College of Science & Health, Murphy Library, Graduate Studies, student groups and associations
- **Jeff Meyer:** College of Business Administration
- **Tracy Gaskin:** College of Arts, Social Sciences, & Humanities, School of Education, Professional & Continuing Education
- **Jenna Ives:** Athletics
- **Taylor Wilmoth:** UWL staff
- **Janie Morgan:** Alumni groups

UWL Advancement works to further the mission of UWL.

[www.uwlax.edu/foundation](http://www.uwlax.edu/foundation)