



RAISING MONEY FOR YOUR PROJECT AT UWL

Crowdfunding

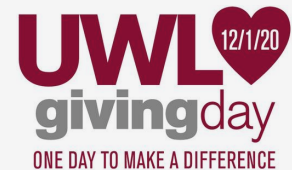
Is the project a fit to use the UWL Crowdfunding platform?

- ✓ **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

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

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