

# Crowdfunding @ The Beach

LEARN MORE →



Beachfunder

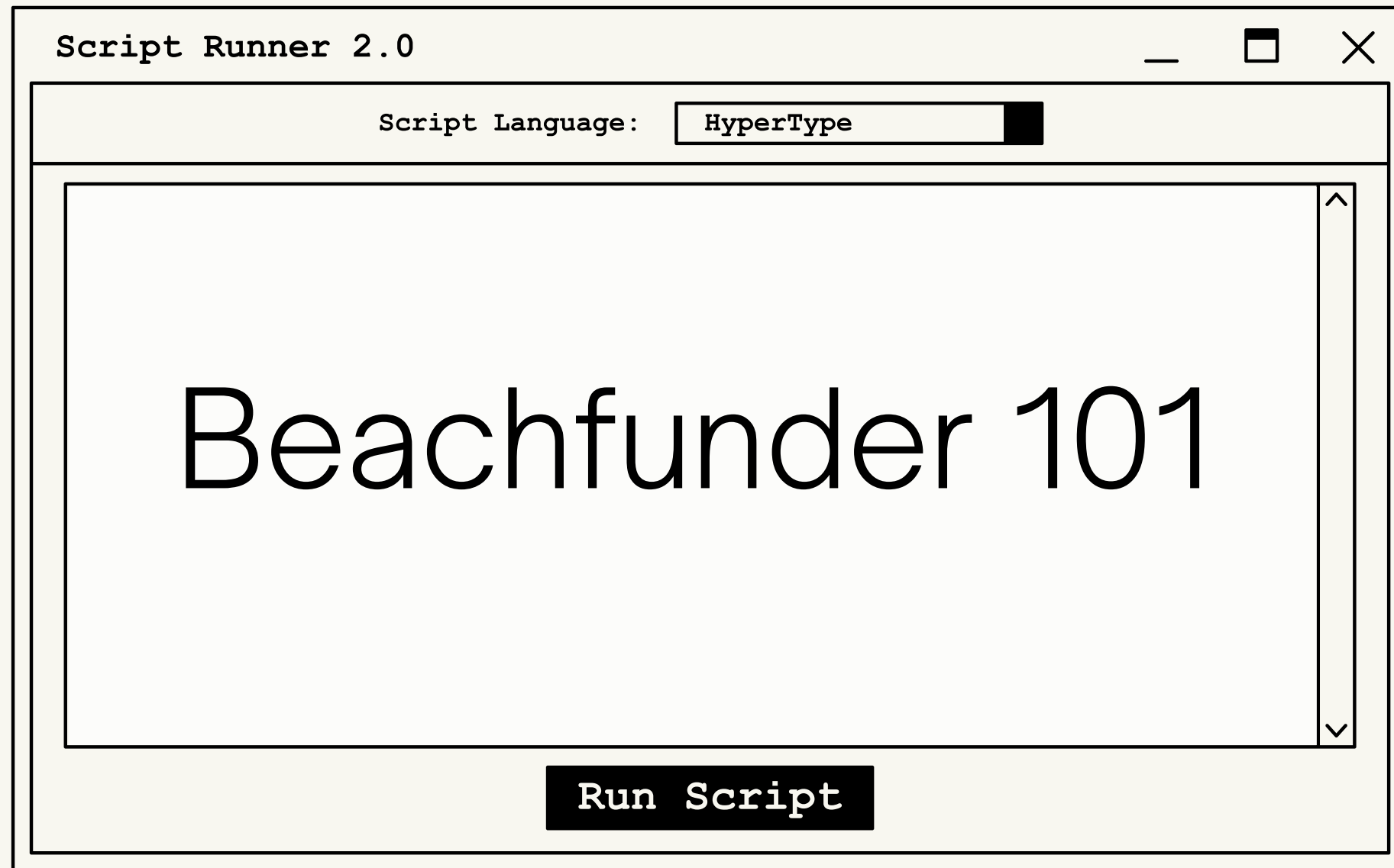
New Tab

< > 🔍 What is Crowdfunding? ↻ ☰

- Crowdfunding offers student orgs and clubs a new way to fundraise for innovative projects, service trips, events, research, and other CSULB-specific ventures.
- With crowdfunding, it is the collective power of the community that creates an impact = Grassroots philanthropic fundraising
- Allows donors to support the programs and projects at the university that mean something to them.



Beachfunder



Beachfunder is the official crowdfunding platform of California State University, Long Beach.

- All registered CSULB student organizations, departments, colleges, and faculty are eligible to apply for a Beachfunder project to help reach their fundraising goals.
- Project goal should be between \$2000 & \$25,000
- 30 day duration



What kind of projects appear on Beachfunder?

Research Projects

Specialized Equipment


Events

Travel for competitions/seminars

AND MORE!

# Examples of Recent Projects

## Beach Fund



Share to Maximize IMPACT

f t in go

Description Donor Wall

**Make an impact at The Beach and make the dream of an education a reality for all**


Your unrestricted gift helps fund student opportunities, provides hands-on learning experien and assists those in need to name a few. From sports to the arts, and everything in between your support brings real solutions to profound challenges our campus and students are face with.

Student Achievement

## Beachfunder

csulb.e

### Long Beach Community Internship Program



Share to Maximize IMPACT

f t in go


Description Donor Wall

**Community focused, community driven**

Internships open doors for student job placement. However, for students who need part-time jobs and financial aid to pay for college, unpaid internships are impossible to complete. The Long Beach Community Internship Program (LBCIP) is a collaborative internship program that creates pathways for CSULB juniors and seniors who are Long Beach Promise Students to engage in meaningful paid internship opportunities while they apply coursework to real world settings, hone professional skills, network, and explore local career opportunities. We are intentional about establishing a COMMUNITY of support for interns that includes LBCIP Team members, internship course instructors, and supervisors at their internship site placements.

Shaping Future Workforce

## ASI Beach Pantry



Share to Maximize IMPACT

f t in go

Description Donor Wall

**ASI Beach Pantry**

A Chancellor's office study on food and housing insecurity in the CSU system revealed that 12.1 percent of CSULB students report homelessness throughout the year and 42% of CSULB students report food insecurity and struggling to afford regular, healthy meals. Students have shared that they have difficulty focusing and engaging in the classroom when they do not know where they are going to sleep, how they will pay their rent, or not eating enough food because they can't afford it. Because of community support and donations, we are able to serve even more students and keep more students in the classroom, and helps our low-income students feel that they belong and are supported by their institution and community.

Student empowerment and equity



← → 🔍 ↻ ☰ ☆

# Marketing

- It is up to the project team to market their own crowdfunding campaign.
- The larger the crowdfunding project team, the more likely the project will be successful
  - More team members = more outreach = more visibility
- Social Media, personal networks, events
- NO “Give to Get”
  - Giving, not buying

Beachfunder



Guidelines + Policy



*\*\*Specific to ASI Student Organizations: Beachfunder is only able to accommodate one ASI crowdfunding project per month.*

*\*\*Specific to the Office of Development (when development is the lead on a project): There is a two-project limit per semester, per college/unit, for Beachfunder projects --EQUITY*

## Guidelines

### Beachfunder Guidelines

Before crowdfunding, it is the project-lead's responsibility to read through the Crowdfunding Guidelines. The project-lead will be asked to sign the Guidelines prior to crowdfunding launching.

#### How are projects approved?

Project applications are individually reviewed and approved by University Relations and Development (URD) prior to launching on <https://beachfunder.csulb.edu/>. An active crowdfunding project may be discontinued based on failure to comply with these Crowdfunding Guidelines. If you are interested in using Beachfunder to raise philanthropic support for an official CSULB project or program, please check out our [Crowdfunding Guidelines](#) and submit your [application](#).

#### How are gifts processed and project funds deposited?

All projects must have an active philanthropic gift fund set up through the 49er Foundation through which gifts can be accepted and then distributed to the respective campus unit's account. Groups may use a gift fund associated with a sponsoring unit, such as a department, program or center, with the approval of the unit and the gift processing team. If an appropriate sponsoring unit gift fund is not available, URD will determine whether or not the project qualifies for its own gift fund (not guaranteed). Gift funds and accounts must be approved before the project can begin fundraising.

All monies must be used for the project's stated purpose. Individuals are strictly prohibited from keeping any portion of the funds raised as a profit or compensation. All projects must be non-profit in nature. Details outlining the use of raised funds should be provided in the project application.

A 5% gift fee is applied to each philanthropic gift, including those made through Beachfunder, CSULB's official crowdfunding platform. Funds deposited into project accounts will already have these fees removed from their totals; however, project totals online will display the full gift amount.

Most gifts will be raised online through <https://beachfunder.csulb.edu/>. Some offline gifts may be used toward the project's goal. This includes, but is not limited to cash, checks, gifts of stock and other funds received during the crowdfunding fundraising window. Gifts-in-kind (non-monetary contributions) may count toward project totals and will be evaluated on an individual basis. Crowdfunding projects cannot count gifts from pledges, bequests, gifts already allocated to another fund, matching gifts, or money raised through sales, such as bake-sales, car washes, or other 'give-to-get' fundraising. All gifts must be collected prior to the project's deadline.

There is a \$10 minimum gift amount set through Beachfunder. The 49er Foundation will issue official tax receipts to donors. All offline gifts raised outside of the crowdfunding platform must be delivered to URD located in Brotman Hall, Suite 387 for immediate deposit. This is to ensure that the donor receives proper gift credit and tax receipts.

#### What kind of projects are acceptable?

Projects must support CSULB programs and initiatives. Funds cannot be redirected to a third-party, external charity or other non-profit. CSULB cannot act as a "pass-through" entity to provide funding to other charities. All content on project pages must be approved by CSULB prior to being published.

## Application

**LB** Beachfunder csulb.edu [Submit Application](#) [About](#) [Log In](#)

### Submit a Project Idea!

Have an idea for a crowdfunding campaign? Check out the [Crowdfunding Guidelines](#) before getting started on your project application.

#### Tell us about yourself

First Name\*

Last Name\*

Email\*

Phone\*

#### Tell us about your project

Project Title\*

Brief Description\*

Which of the following categories best describes your crowdfunding team?

Please provide faculty or Project Lead student ID number\*

Please list the organization, research group, team, or department you represent.\*

Do you have a specific sponsoring faculty member, advisor, or staff member? If yes, please provide their name and email address.\*

What is your project deadline? Is your project tied to a specific event? Is it time sensitive?

What is your fundraising goal? Crowdfunding campaigns are best for raising funds below \$25,000 and it is important to be realistic based on your network and expected audience.\*

How will these funds be used exactly? (Proof of purchase/receipt must be provided)\*

I have read and agree to the Beachfunder Guidelines.\*  Yes  No

**Submit Project**

Have questions? Send us an email at [beachfunder@csulb.edu](mailto:beachfunder@csulb.edu)

## Data Collection Form

12:29 📶 🔋

# BEACH

What project are you submitting information for?

Please provide a short description of this project/program for the overview page (2-3 sentences)

Please provide a longer summary of this project/program. What are the reasons for this need? What would a gift directly benefit? Why should someone donate to this project? Are there any statistics you would like to include?

What does a gift of \$25 provide? What about \$50? \$100?



# Questions?

EMAIL

Mak.Frederick@csulb.edu

---

WEBSITE

<https://beachfunder.csulb.edu/>

---

VIRTUAL LINE

562.985.6090

---