

Falcon Funded FAQ's

What is crowdfunding?

Crowdfunding is a relatively new fund-raising tool designed to fund a project or venture through raising smaller amounts of money from a large number of people, typically via the Internet. Crowdfunding is driven through personal connections and outreach.

How will crowdfunding be used at BGSU?

Crowdfunding at BGSU will be used in a variety of capacities including, but not limited to, funding for research projects, scholarships, specialized equipment, service projects, student organization trips, athletic department projects and more. Falcon Funded will be administered by University Advancement using the ScaleFunder platform.

Who can create a Falcon Funded project?

Any of BGSU's colleges, departments, divisions, student groups and faculty are eligible to apply to have their project "Falcon Funded." All projects are considered on an individual basis by the Falcon Funded Review Committee and must be aligned with University priorities as detailed in BGSU's strategic plan.

What do I need to do to create a project?

All project plans must be submitted at FalconFunded.bgsu.edu or via e-mail to jcraven@bgsu.edu.

Where will my project be listed?

Selected projects will appear at FalconFunded.bgsu.edu.

What should my project goal be?

It is suggested campaigns fall in the \$2,000-\$10,000 funding level. The Falcon Funded Review Committee is also willing to consider projects that fall outside of those parameters.

How long is a typical crowdfunding campaign?

The "active phase" of a crowdfunding campaign typically lasts 30 days. In addition, the "quiet phase" of the campaign, where project creators organize their campaign and solicit lead gifts to create momentum for the project launch, lasts between four and six weeks.

What makes a successful crowdfunding campaign?

- A campaign team of five or more project advocates who have the passion and willingness to solicit and share the project with their personal and professional networks.
- Campaigns that gain 30 percent of their funding goal in the first week of the "active phase" are more likely to succeed.
- Videos, research shows, are a major factor in contributing to a successful campaign. Videos need not be "polished" and a more genuine approach is preferred.
- Campaigns should clearly demonstrate the tangible impact a donation would have for BGSU students, faculty, staff, alumni and the community at-large.

Who do I contact for more information and/or questions?

E-mail falconfunded@bgsu.edu or call (419) 372-7700.