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## 1 PURPOSE

- 1.1 This policy ensures crowdfunding activities and related crowdfunding projects are consistent with CQUniversity's interests and are appropriately designed and presented to the donor community.

## 2 SCOPE

- 2.1 The policy applies to all University employees, students, Committees and Council of CQUniversity.

## 3 POLICY STATEMENT

- 3.1 Central Queensland University is a registered charity with the Australian Taxation Office who has been granted Tax Concession Charity and Deductible Gift Recipient status.
- 3.2 The University will not refund gifts if fundraising targets are not met. This means all funds raised will still go towards the project they are supporting, even if the projects target is not met.
- 3.3 The University will not give donors any material benefits. Rewards, premiums and services will not be used to induce gifts.
- 3.4 The Advancement and Alumni Relations Team will collect and maintain details of donors to the campaign, and will steward the on-going relationship with these donors, as appropriate, and as outlined in the [Fundraising and Acceptance of Donations Policy and Procedure](#).
- 3.5 The University will not disclose any contact data on alumni, parents, friends or students to the project team for the purpose of fundraising.

### Crowdfunding projects

- 3.6 Crowdfunding projects must align with the University's values, reflect the University priorities, and be non-profit in nature.
- 3.7 Projects will only be undertaken after approval is given and on University approved crowdfunding platforms.

- 3.8 Crowdfunding projects will only be undertaken after approval has been given by the Deputy Director Philanthropy via the Project Expression of Interest Form (available on request). Forms must include a project/campaign description, funding level sought, budget identifying the use of funds, a set of deliverables, the timelines, and responsibilities. Not all project enquiries may be deemed appropriate for crowdfunding.
- 3.9 In providing approval, the Deputy Director Philanthropy will consult the Vice-President (Research) (or their nominee) to ascertain project feasibility.
- 3.10 Crowdfunding income received specifically to conduct research may be reported to the Commonwealth as research income if it complies with the [Higher Education Research Data Collection \(HERDC\) specifications](#).
- 3.11 Each project will be managed by a nominated project leader who is willing to create and market promotion materials before, during and after the campaign.
- 3.12 The Advancement and Alumni Relations Team will work with project leaders to provide guidance, strategic crowdfunding management and consultation in communications, design, video production and any fundraising opportunities; however, it will be the responsibility of the project leader to drive the campaign.
- 3.13 All project content will appear on the University's approved crowdfunding platform, and will be approved by the Deputy Director Philanthropy before publication. The Deputy Director Philanthropy has the right to edit, or require edits by the project leader, at any point in the campaign.
- 3.14 All contact with donors/sponsors or prospective donors/sponsors will be conducted in a professional and ethical manner, with cognisance of opportunities that best suit funders' philanthropic or corporate social responsibility goals.

## 4 RESPONSIBILITIES

### Compliance, monitoring and review

- 4.1 The Director Strategic Engagement and Advancement and Alumni Relations Team is responsible for implementing, reviewing, monitoring and ensuring compliance with this policy.

### Reporting

- 4.2 The Advancement and Alumni Relations Team will report on supported projects as part of its annual key performance indicators and performance reporting.
- 4.3 The Director Strategic Engagement will report to Council, via the Audit, Risk and Finance Committee, an annual review of spending of bequests, donations or special grant monies, as in accordance with the [Central Queensland University Act 1998](#) (Qld).

### Records management

- 4.4 The Advancement and Alumni Relations Team maintains record keeping of fundraising approaches and documentation on the University's Customer Relationship Management System (Sugar CRM).
- 4.5 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.6 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email [records@cqu.edu.au](mailto:records@cqu.edu.au)).

## 5 DEFINITIONS

- 5.1 Terms not defined in this document may be in the University [glossary](#).

## Terms and definitions

**Crowdfunding:** the practice of funding a project or venture by raising collective amounts of money from the general public, typically via various online platforms including social media.

## 6 RELATED LEGISLATION AND DOCUMENTS

[Fundraising and Acceptance of Donations Policy and Procedure](#)

[Research Income Policy and Procedure](#)

## 7 FEEDBACK

7.1 Feedback about this document can be emailed to [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
Advisory Committee	N/A
Required Consultation	N/A
Administrator	Director Strategic Engagement
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Approval and Amendment History	Details
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Notes	