Institutional Crowdfunding/Crowdsourcing

I. Introduction

1. The following policy applies to crowdfunding campaigns or projects undertaken by any individual associated with the University of Alabama at Birmingham ("UAB") (e.g. staff, faculty, students or administration) planning to use a third-party crowdfunding or crowdsourcing vendor, portal or service provider.
2. Generally, crowdfunding is the practice of funding a project or campaign by soliciting relatively small donations of money from a large number of people, typically facilitated through a web-based giving site.

II. Policy

1. Use of crowdfunding to raise funds at UAB as described in this policy and accompanying crowdfunding guideline is subject to all University of Alabama at Birmingham rules, policies, compliance regulations and state and federal law.
2. UAB’s official third-party crowdfunding partner is CommunityFunded. The crowdfunding platform is managed by the Office of Annual Giving. (uab.edu/fire) No other vendor or platform can be used to fund UAB based initiatives without written consent from the Vice President for Advancement, Development & Alumni Affairs.
3. UAB’s name, branding and/or logo may not be used without prior written approval by the appropriate UAB crowdfunding administrator
4. Campaigns or projects that use UAB resources, or affiliate themselves with UAB in any capacity, must receive institutional approval from the appropriate university official as set forth in the accompanying campus crowdfunding procedures.
5. UAB’s constituent information (email, phone, address, etc.) may not be used without prior approval by the appropriate approving official as set forth in the accompanying campus crowdfunding procedures.

Effective Date

February 10, 2017