Small-Scale ($25K or below) 
Funding Priorities and Requests

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Summary

The following selection criteria and processes have been established to help accommodate and strategically coordinate small-scale ($25K or below), university-requested fundraising initiatives to achieve optimal fundraising results.

This will help position projects for success by determining how the CSM Foundation can provide assistance including; reviewing funding language, suggesting timelines to target varying audiences, lending solicitation lists, and/or coordinating small-group fundraising discussions.

CSM Foundation Points of Reference

Annual Giving – current-use, small-scale (under $25K) funding requests

- giving.mines.edu/fundingrequest
- Sara Pond | spond@mines.edu | 303.273.3153

Gold Mine – crowdfunding requests and forms

- giving.mines.edu/goldmine
- Brandon Farestad-Rittel | bfarestandrittel@mines.edu | 303.273.3579
Tiered Priorities

The following tiers are ordered in terms of solicitation frequency. Initiatives align with university goals and needs and are balanced with compelling opportunities to engage new donors and promote donor choice.

CORE – continuously marketed/solicited throughout fiscal year
- The Mines Fund/The Parents Fund
- Current-Use Scholarships

TIER ONE – one-two annual solicitations in fiscal year
- Academics: General College/Department Support – spring
- Athletics: General, Team Sports – summer
- Arthur Lakes Library – fall and spring

TIER TWO – solicited as needs or marketing opportunities arise
- Giving Day Funds – based on university need, celebration and/or established marketing theme
- Special Celebrations/Anniversaries
- Other
  - Programs
    - Academics – EPICS, Senior Design, McBride
    - Extra-Curricular – SWE, ROTC, MEP, Mines Music
  - Student activities – clubs and organizations
  - Intramurals and club sports
General Selection Criteria

These criteria ensure that annual giving and campus fundraising initiatives are selected based on sustainable student-centered projects that are compelling to donors and can demonstrate impact.

- Fund allocations should be consistent with current university goals, plans and funding priorities.
- Designations should benefit as many students as possible, be donor-centric and align with CSM Foundation’s Gift Administration guidelines.
- Initiatives should be approved by the appropriate party in writing according to the following fundraising goals:
  - $5,000 – advisor as well as the department/program head
    - Gold Mine crowdfunding project goals are capped at $2,000 for students and $5,000 for faculty/staff
  - $5,001-$24,999 – dean
  - $25,000+ - provost
    - A representative of the CSM Foundation will partner with university representatives to coordinate fundraising

*If you are one of the above parties seeking funding, then you need to get your supervisor’s approval.

- If max solicitations (more than 12) to a particular audience has been reached for the fiscal year, then a funding project will be considered for subsequent fiscal years.
- Crowdfunding projects should also follow the platform approval process available on the Gold Mine.
- Fundraising initiatives will be placed in existing accounts when possible.
  - If a new fund is necessary then the new fund and fund numbers must be established and confirmed by CSMF Finance & Administration Office and Mines’ Controller’s Office prior to marketing.
- Designations must be distributed internally and may not be used to support organizations, projects or people outside the university.
- Designations that are available to be used for event purposes should be placed in a general support account used solely for food, supplies and non-alcoholic beverages.
- Fundraising projects must not discriminate on the basis of age, gender, race, ethnicity, religion, national origin and disability, sexual orientation, or military veteran status.
Gold Mine Guidelines

The Gold Mine is the official crowdfunding platform for Colorado School of Mines, administered by the CSM Foundation. Crowdfunding is the practice of fundraising for a specific project through small gifts from a large number of contributors. Such projects generally focus on promotion through personal social networks, email and other online means.

There will be a new set of projects selected each semester by a deadline to be determined. The Gold Mine can run a limited number of projects at a time, so apply early. The student-led Mines Philanthropy Council will also provide recommendations on project selections each semester based on our criteria and achieving a diverse mix of projects. Final project selections are at the discretion of the CSM Foundation. All crowdfunding projects selected to be featured on the Gold Mine must benefit Colorado School of Mines students, faculty and staff.

Gifts will be applied to existing funds or a newly created fund to satisfy donor intent.

More information, including eligibility requirements and approval forms are available at giving.mines.edu/goldmine.

Project Goals

- Project goals will be capped at $2,000 for students and $5,000 for faculty. Projects wishing to exceed these limits must be able to demonstrate the project has the capacity to raise additional funds.
- Your project goal amount should be a stretch, but attainable based on your marketing plan.
- CSM Foundation has final say in project goal amounts. Goals may be adjusted if they are deemed to be set too high, low or do not have a sufficient marketing plan. The project manager will be notified of any changes prior to launch.
- The Gold Mine operates on the model that all projects will keep what they raise, whether or not the goal is met.

Eligibility Requirements

If your project is approved, all team members must attend a project creator training to teach you best practices for campaign success.

- All project teams must consist of at least three CSM students and/or faculty and staff, with a designated project manager as the point of contact and coordination.
- Projects may not raise funds designated for one specific individual, including the work and travel of one specific individual.
- Projects may raise funds for existing endowments, but cannot be used for establishment of a new endowment fund.
- The Gold Mine is not an appropriate fundraising tool for sponsored program grants. Such projects will not be considered.
Gold Mine (cont’d)

- The duration of projects must range between 20-40 days. The most successful projects begin engaging their community well before the launch of the campaign. Use this document to start building your network in advance.
- Fundraising goals will be capped at a limit of $2,000 per student project, and $5,000 per faculty project. This is only a goal limit – we hope your fundraising exceeds your goal.
- All projects must follow established graphic and editorial standards associated with Colorado School of Mines and the CSM Foundation in all communications, including social media.
- All projects must be approved by the official CSM organization or club advisor, director, or department head seeking the funds. If these individuals wish to conduct a Gold Mine campaign, they must have their supervisor’s approval.
- After supervisor approval, all projects must be screened for eligibility. The student-led Mines Philanthropy Council will make recommendations on selections from the eligible projects each semester based on our criteria and achieving a diverse mix of projects. Final selection is at the discretion of the CSM Foundation. Once projects are selected, project managers will be contacted with further details on how to proceed.
- While some projects may meet the requirements, only a limited number of projects can run each semester. Selection will be based on a diverse mix of student, faculty and staff projects from different areas, such as academics and research, student life, clubs and organizations.
- Projects should be submitted as early as possible, as approval may take up to 14 days and in some cases require additional approvals.