GOLDrush: Crowdfunding for Iowa

is the University of Iowa’s crowdfunding site, and it aids faculty, staff, and student groups in soliciting donations to support research and other academic-related activities.
Background

• Partnership between the UICA and the Office of the Vice President for Research and Economic Development
• Launched the site in November 2016
Benefits

• All gifts made through the GOLDrush site are tax deductible
• 100% of the money raised goes to your designated project
• UICA staff – Theresa Jubert
Who Does GOLDrush Support?

Yes!
- University of Iowa programs and initiatives
- Funds must be transferred to a 520 MFK

No.
- Other non-profits or organizations outside of the university
Keys to Success

• Team
  • Assists in planning and executing the campaign

• Crowd
  • UICA does not provide email addresses
  • Must be willing to solicit own personal networks

• Realistic goal
  • $10,000 or less

• Realistic timeline

• Compelling story
How are campaigns selected?

- Complete crowdfunding application at goldrush.uiowa.edu
  - Click on the Apply tab
- Crowdfunding committee reviews applications monthly
- Contact Theresa Jubert with questions
Site Tour

- https://goldrush.uiowa.edu
Key Takeaways for GOLDrush

• Fundraising goal of $10,000 or less
• Team and own crowd to support your campaign
• Funds must support UI programs/initiatives
• Need a 520 MFK
Questions?
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