

PASSION FUELS SUCCESS. FIND YOURS.

LAUNCH LSU

ABOUT

- First LSU-hosted crowdfunding platform
- Managed by the LSU Foundation
- For LSU student-, faculty- and staff-led programs or initiatives
- Launched Nov. 29, 2017
- Hosted seven campus campaigns and counting, including:
 - STRIPES Program Support for Fee Waiver Program: Raised \$4,755
 - School of Veterinary Medicine Good Samaritan Fund for Animals in Need: Raised \$10,740

GOALS

- Engage and educate students in philanthropy on campus.
- Empower passionate students, faculty and staff to fundraise.
- Connect the global Tiger community to campus projects.

WHY IT MATTERS

- Showcases passion and impact within the LSU community
- Fosters innovation and advancement at LSU
- Offers faculty and staff additional fundraising opportunities
- Gives students real-world experience in developing and managing campaigns

HOW IT WORKS

- Project leaders tell the world about the project, its goals and outcomes.
- Team members share their Launch LSU project on social media and through email.
- Tigers who care contribute directly to the project through Launch LSU.
- Team members thank and update donors on the impact of their gifts.

START A PROJECT

- Prep:
 - Student organization advisors must approve projects created by student members.
 - Research-related projects must comply with LSU's research crowdfunding procedures.
 - Projects must be associated with an LSU Foundation account and a university account.
 - Projects must have a team of at least three members, including an assigned project leader.
- Visit launch.lsu.edu.
- Select Start a Project tab.
- Submit project.
- Work with the LSU Foundation Annual Giving team to plan and build the campaign, using the Launch LSU guidelines and toolkit.
- Crowdfund away!

CHECK IT OUT

- [▶ LAUNCH.LSU.EDU](https://launch.lsu.edu)

WE CAN HELP!

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