• 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.
• 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
WE CAN HELP!

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