

**Build a Fresno State crowdfunding website.**

**CURRENT CHALLENGE:**

Many on campus programs and initiatives need financial support and it will be nice to share the information with alumni and the community and receive donation.

**PROPOSED SOLUTION:**

Crowdfunding has been popular and successful in both industry and academia. An example is UCLA (<https://spark.ucla.edu/>). Crowdfunding has the advantage of engaging donors with information being transparent and real-time. Donors get recognized well in the website too, therefore encouraging more donors to contribute. I propose to build a Fresno State crowdfunding website. A simple prototype has been created through a senior project that I supervised.

**BENEFITS TO FRESNO STATE:**

Having a Fresno State owned crowdfunding page will benefit the university from multiple aspects: (i) it increases donation amount by guiding potential donors to a central place and providing specific information about what will be expected/achieved with the donation; (ii) it provides a better way to support high impact programs and initiatives on campus; (iii) it helps engage alumni and community by sharing all the exciting works we are doing on campus; (iv) it improves the visibility of the university.

**ADDITIONAL INFORMATION:**