Crowdfunding: the practice of funding a project by raising monetary contributions from a large number of people, typically via the internet

Student-athletes may not:
- Use his/her name, picture, or athletic reputation to solicit funds if the funds go directly to the student-athlete
- Set up a crowdfunding site to solicit funds for competition or practice with an outside amateur team or organization if the funds go directly to the student-athlete
- Set up a crowdfunding site and use athletics reputation for funds to buy items (laptop, car, food, school supplies, etc.)

Student-athletes may:
- Set up a crowdfunding site to solicit funds for an outside amateur team or organization as long as the funds are not for a specific athlete (for the entire team) and no funds exceed actual and necessary expenses
- Set up a crowdfunding site for funds to buy items or engage in activities as long as there is no mention of athletics.

Athletics staff and boosters may not donate to a student-athlete’s crowdfunding site (even if there is no mention of athletics) if the funds go directly to the student-athlete.

If a student-athlete is involved in setting up an impermissible crowdfunding site AND takes funds from the site, he/she is declared ineligible and must go through the NCAA student-athlete reinstatement process.

Please direct questions and concerns to the compliance officer in the athletic department.

Lynsey VanSweden
lvanswed@kzoo.edu
269-337-7082 (office)
269-370-2554 (mobile)