

SIUE Foundation Crowdfunding Program

Student Organization Fundraising Opportunities

K-Hub Student Organization Summit
September 19, 2026

Brandon Sweeney and Andrew Lilek



**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**

MEET THE SIUE FOUNDATION & ALUMNI ASSOCIATION



SIUE FOUNDATION

Holds 501(c)(3) status

Fundraising arm of the University

Connects donors with opportunities to support students, programs, scholarships, and more.

SIUE ALUMNI ASSOCIATION

Builds lifelong connections between SIUE and our alumni through events and more.

SIGNATURE EVENTS

Senior Campaign

Always A Cougar Graduation Celebration

Golden Graduation

Alumni Hall of Fame

Homecoming & Family Weekend



B. Barnard Birger Hall



OVERVIEW

WHAT IS CROWDFUNDING?

CROWDFUNDING IS A LIMITED-TIME ONLINE FUNDRAISING CAMPAIGN WHERE MANY PEOPLE CONTRIBUTE TOWARD ONE SHARED GOAL.

CLEAR GOAL

A specific need that supporters can easily understand.

COMPELLING STORY

An explanation of why the need and goal matters to your organization.

PERSONAL NETWORK

Family, friends, alumni and others connected to your organization.

MANY SUPPORTERS

Gifts of different sizes work together to help reach the goal.

CROWDFUNDING BRINGS PEOPLE TOGETHER AROUND A SHARED PURPOSE.

RESULTS

CROWDFUNDING SUCCESS AT SIUE

25+

PROJECTS
HOSTED

260+

GIFTS FROM
SUPPORTERS

\$12.5K+

RAISED FOR
STUDENT ORGS

4

CROWDFUNDING
CYCLES COMPLETED



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Learn More: www.siu.edu/give/give-opportunities/crowdfunding

IDEAS



WHAT CAN YOUR ORGANIZATION FUNDRAISE FOR?

EXAMPLES THAT MAY BE APPROVED INCLUDE:

PROMOTIONAL MATERIALS

Banners, flags, canopies, tabling materials, etc.

EDUCATIONAL TRAVEL

Transportation and travel tied to a preapproved purpose

EDUCATIONAL CONFERENCE FEES

Registration for educational conferences

MEMBER APPAREL

Organization apparel for members, not for resale

RECRUITMENT MATERIALS

Materials that support member recruitment

OTHER NEEDS

Additional ideas require preapproval

HAVE ANOTHER IDEA? ASK US BEFORE RULING IT OUT.

Andrew Lilek can review proposed expenses for preapproval and answer any related questions.

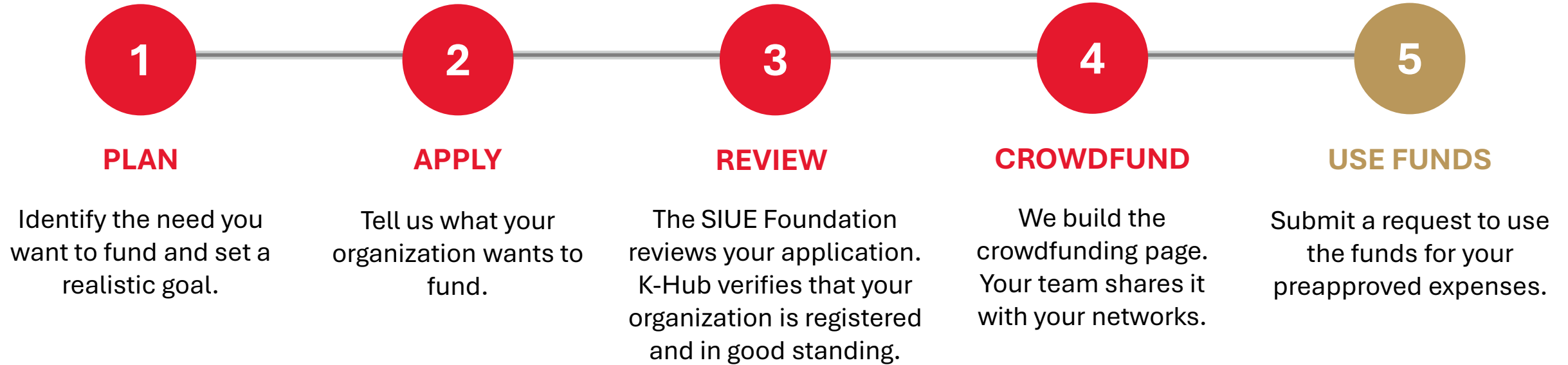
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PROCESS

HOW DOES THE SIUE FOUNDATION CROWDFUNDING PROGRAM WORK?

A SIMPLE 5 STEP JOURNEY



PREPARE

HOW TO GET STARTED?

Start with a clear funding need and proposed use of funds. The SIUE Foundation will review your plan and confirm allowable expenses before crowdfunding begins.

1 IDENTIFY A NEED

Identify what your organization needs funding for.

Describe why the need matters and what the funding would make possible for your organization or the people it serves.

2 SHARE YOUR PLAN

Use the application to explain how your organization plans to use the funds.

Include proposed expenses and estimated costs, if available. Have questions before submitting? Ask us during this session or at an upcoming informational session.

3 GET APPROVAL

The SIUE Foundation reviews your plan and may ask follow-up questions.

The SIUE Foundation determines which proposed expenses are allowable and confirms approval before crowdfunding begins.

PLAN NOW FOR AN EASIER PROCESS LATER

Preapproval helps reduce questions and delays when your organization is ready to use the funds it raised.

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COLLABORATION

WHAT IS YOUR ROLE?

THE SIUE FOUNDATION AND THE STUDENT ORGANIZATION EACH HAVE A CLEAR ROLE.

YOUR STUDENT ORGANIZATION PROVIDES

- 1** A complete application for review
- 2** A project leader and 3-5 member team
- 3** Your story and personal networks
- 4** Emails, texts and social sharing
- 5** Consistent outreach and follow-through

SIUE FOUNDATION PROVIDES

- 1** Official fundraising platform
- 2** Individual project page
- 3** Secure gift processing and donor receipts
- 4** Campaign resources and guidance
- 5** Gift reporting

**YOUR NETWORK DRIVES THE CROWDFUNDING.
THE SIUE FOUNDATION MAKES THE GIVING PROCESS OFFICIAL AND SECURE.**

TIMELINE

FALL 2026 CYCLE

YOUR ORGANIZATION CAN
LEAVE THIS SESSION AND
APPLY TODAY

**GIVING
TUESDAY**

APPLICATIONS OPEN TODAY

IMPORTANT DATES

- SEPTEMBER 19 ● APPLICATIONS OPEN
- OCTOBER 16 ● APPLICATIONS DUE BY 11:59 P.M.
- OCTOBER 22 ● Application decisions sent
- OCTOBER 29 ● Required Workshop for Approved Project Leaders at 5 p.m.
- NOVEMBER 2 ● Fundraising begins
- DECEMBER 1 ● GIVING TUESDAY
- DECEMBER 2 ● Crowdfunding cycle ends at 11:59 p.m.
- JANUARY 16-31 ● Reports ready 45-60 days after the cycle closes



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Learn More: www.siu.edu/give/give-opportunities/crowdfunding

NEXT STEPS

WHAT HAPPENS AFTER THE CROWDFUNDING CYCLE ENDS?

1

CROWDFUNDING CYCLE CLOSES

The Fall 2026 crowdfunding cycle ends December 2.

2

FINAL REPORTS DELIVERED

The Foundation provides final reports within 45–60 days to K-Hub or the organization's SIUE Foundation fund fiscal officer.

3

FUNDS AVAILABLE FOR USE

Organizations may use up to the amount raised for the preapproved purpose listed in the crowdfunding application.

4

REQUEST TO USE FUNDS

Work with K-Hub or your SIUE Foundation Fund Fiscal Officer to submit a request to use the funds.

PLAN TO USE FUNDS CROWDFUNDED IN FALL 2026 FOR SPRING 2027 SEMESTER EXPENSES.

APPLY

READY TO CROWDFUND?

FALL 2026 CYCLE - APPLICATIONS OPEN TODAY

APPLICATION DEADLINE

OCTOBER 16 AT 11:59 P.M.

NOT READY YET? STILL HAVE QUESTIONS?

Attend an upcoming informational session to ask questions or discuss preapproval for your ideas.

INFORMATIONAL SESSIONS

Session 1 9/23/26 5 PM - 6 PM

Session 2 10/7/26 11 AM - 12 PM

Session 3 10/13/26 5 PM - 6 PM

SCAN TO
APPLY TODAY



SCAN TO
REGISTER FOR
INFORMATIONAL
SESSIONS



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RESOURCES

HELPFUL LINKS AND CONTACTS

SIUE FOUNDATION CROWDFUNDING PROGRAM HOMEPAGE

www.siue.edu/give/give-opportunities/crowdfunding

SIUE FOUNDATION CROWDFUNDING GUIDELINES

www.siue.edu/give/give-opportunities/crowdfunding/helpful-info

SIUE FOUNDATION ALLOWABLE USE OF FUNDS POLICY

www.siue.edu/give/about/SIUEFAllowableUseofFunds04.01.2023.pdf

QUESTIONS? CONTACT US



BRANDON SWEENEY

**SIUE FOUNDATION
DIRECTOR OF ONLINE GIVING**

618-650-5092

bsweene@siue.edu

onlinegiving@siue.edu



ANDREW LILEK

**SIUE FOUNDATION
ACCOUNTS PAYABLE MANAGER**

618-650-2947

anlilek@siue.edu

Greetings from **SIUE**
HOMECOMING & FAMILY WEEKEND

ROUTE 26



SEPTEMBER 23-27
siue.edu/hoco-fw





Cougarfest ROCK

THE QUAD

SOUTHERN ILLINOIS UNIVERSITY
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SEPTEMBER 25 | 7 - 10 P.M. | STRATTON QUAD, SIUE

Featuring live music by **JACKSON AND MARS**
and **DRONE SHOW**

siue.edu/cougarfest



COUGARS *Unleashed*



SATURDAY, SEPTEMBER 26

9 A.M. | STRATTON QUAD, SIUE

10K • 5K • FUN RUN

**DISCOUNTS FOR
SIUE STUDENTS AND ALUMNI**



Volunteer: kaitayl@siue.edu | Run: siue.edu/cougars-unleashed



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SEPTEMBER 26 | 4 - 7 P.M. | KORTE STADIUM PARKING LOT

Featuring **PAWS ON ROUTE 66 CAR SHOW**