



A Scalable Solution for your Crowdfunding Success

USEED offers a crowdfunding platform tailor-made to the needs of colleges and universities. Our platform will empower your students, faculty and alumni to tap their social networks and raise funds online for the campus projects and initiatives they are passionate about. Your best advocates are unleashed to tell compelling stories, win new donors, and build your institution's brand.

100% Dedicated to Higher Education

USEED is the only crowdfunding platform that is designed exclusively for the unique needs of higher education institutions. We are the most experienced provider in this space, having deployed with four universities over the past two years. Through our most recent beta with Cornell University, Arizona State University, and the University of Virginia, we have honed a proven process that inspires campus communities to engage alumni and friends.

Seamless Integration, Painless Delivery

Our platform seamlessly integrates with your back-end and merchant account, allowing all USEED gifts to be processed the same way as your current online gifts. We work with your team to ensure that USEED fits within the context of your existing operations.

Assured Fundraising Success through our Coaching Program

USEED's coaching program ensures that each campaign is set up to succeed. With our unique volunteer dashboard, your students, alumni, and faculty have access to a suite of online tools to help them create their fundraising pages and reach out to donors with proven fundraising email templates that they customize. In addition, our coaches offer webinars to help each team learn how to best tell their story, make the case for support, and spark conversations about their campaign. With weekly check-in calls and emails, our coaches deliver a unique communications strategy for each campaign. USEED is engineered to foster the behaviors that make for crowdfunding success, and our coaching program is what propels that success.

Multi-dimensional Return on Investment

By offering a storytelling vehicle branded for your institution, you will gain stories that inspire gifts and build authentic conversations around the great work of your students and faculty. By partnering with USEED, you will:

- Improve online engagement of alumni and friends
- Win new donors who are otherwise unengaged by traditional outreach
- Build your institution's culture of philanthropy
- Gain support for compelling projects as well as the annual fund
- Feed the pipeline for major gifts
- Gather powerful data to inform advancement efforts
- Build the your institution's brand online, in the press, and on social media
- Build the brand of your office of advancement by delivering fundraising success to campus partners