



APS JUSTIFICATION

Policy Title: Crowdfunding

APS Number: 4060

APS Functional Area: **FINANCE**

Date Submitted:	June 30, 2026
Proposed Action:	Rescission
Brief Description:	Sets forth requirements for approving, conducting, and reporting on crowdfunding activities associated with the university.
Desired Effective Date:	January 1, 2027
Responsible University Officer:	Vice President and Chief Financial Officer
Responsible Office:	Office of Vice President and Chief Financial Officer
Policy Contact:	Office of Vice President and Chief Financial Officer
Applies to:	Universitywide

Reason for Policy: This policy sets forth requirements for reviewing, approving, conducting, and reporting crowdfunding activities associated with the university in order to address financial/legal implications and assure compliance with university, state, and federal requirements.

I. REASON FOR PROPOSED ACTION

The APS is not necessary because its substantive provisions are addressed through broader university and advancement policies. Topics such as trademark and brand usage, fundraising practices, donor communications, and restrictions on representations or promises to donors are already governed by existing university or advancement policies and procedures. Maintaining a separate APS specific to crowdfunding therefore creates unnecessary duplication without providing additional governance or compliance value.

II. STAKEHOLDER ENGAGEMENT IN THE POLICY REVIEW

- CFOs
- Controllers
- CU Treasurer
- Advancement

III. LEGAL REVIEW

- A. Do you think legal review would be required for these proposed changes? **Yes. Legal review was obtained and there were no concerns with eliminating APS 4060.**
- B. Date legal review completed: **12/1/2025**
- C. Person completing legal review: **Erica Weston**

IV. FISCAL REVIEW

Are there any financial (human resources, technology, operations, training, etc.) or other resource impacts of implementing this policy (e.g., cost savings, start-up costs, additional time for faculty or staff, new systems, or software)? **N/A - Policy is being rescinded.** If yes, please explain: