

VOLSTARTER

HANDBOOK



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

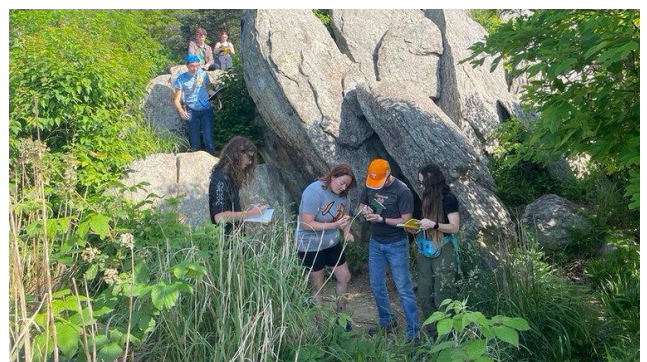
WHAT IS VOLSTARTER?

VOLstarter is the University of Tennessee's dedicated crowdfunding platform.

Founded in 2013, our mission is to facilitate connections and empower the UT community to bring their innovative projects to life.

By featuring staff, faculty, and student projects on a dedicated UT site, VOLstarter provides a credible, UT-branded platform to potential donors. With its user-friendly interface and robust tools for storytelling and engagement, VOLstarter empowers project leaders to effectively communicate their goals and impact, compelling donors to contribute and make a difference.

Check out current projects at volstarter.utk.edu.





GETTING STARTED

Please be advised of the following policies and criteria before completing your VOLstarter submission:

- Each VOLstarter campaign must align with the mission of UT Knoxville, supporting its programs and initiatives. (Past examples include educational/networking conference fees, one-time scholarships, university-sponsored study-abroad trips, general program support).
- Campaigns must adhere to applicable laws, regulations, and university policies.
- Funds cannot be raised for external nonprofit organizations or individuals.
- Projects must be submitted by current students, faculty, or staff members.
- Student-led projects require sponsorship from a faculty or staff member.
- Any benefits or incentives to donors must be approved by the VOLstarter team and may have tax implications.
- VOLstarter does not distribute alumni, parents, friends, or students contact information. Project teams are responsible for outreach to personal networks. Once the project is live on VOLstarter, you/your team will be responsible for fundraising efforts on the platform: engaging with potential donors, sharing the project link, and encouraging donations.
- All projects must have an S-account registered with the university to collect funds. An S-account is a university-hosted fund where donations can be deposited. Think of it as a savings account where funds remain until you are ready to use them. If you do not have an S-account, contact Alyssa Roberts to have one made.
- The director, student organization's faculty advisors, and student organization's student leaders will determine how and how much of the funds will be spent.
- If it becomes impossible or impractical to use the gift for the purpose designated by these administrative provisions, or if these provisions are determined to be in conflict with any federal, state, or local law, regulation, or ordinance, the University/ Foundation, in consultation with the donor (if possible) or with the president of the university, will direct the use of this gift in the best interest of the university and in a manner as close as possible to the original intent of the donor as expressed in these provisions.

ACCESS TO FUNDS

As soon as gifts are processed, they are deposited into the S-account associated with your project. This usually happens within 2 weeks. To spend your funds, you will need to connect with the representative from the college/unit where your student organization is registered. See below for a list of names and contact information.

DEPARTMENT	NAME	EMAIL
Baker School of Public Policy and Public Affairs	Austin Hamilton	ahamil34@tennessee.edu
Center for Student Engagement	Kerri Lovegrove	kerri@utk.edu
College of Architecture + Design	Matt O'Mara	momara1@utk.edu
College of Arts and Sciences	A&S Finance Department	artscifinance@utk.edu
College of Communication and Information	Sarah Barclay	sbarcla3@utk.edu
College of Education, Health, and Human Sciences	Dawn Hawkersmith	dhawkers@utk.edu
College of Law	Jenna Dulling	jdulling@utfi.org
College of Music	Chris Cox	ccox65@utk.edu
College of Nursing	Diannah Eagle	deagle@utfi.org
College of Social Work	Tammy Modic and Gina Middleton	tmodic@utk.edu and gcox@utk.edu
College of Veterinary Medicine	Megan Myers	mmyers@utfi.org
Haslam College of Business	Mark Willoughby	mwillou1@utk.edu
Herbert College of Agriculture	Megan Myers	mmyers@utfi.org
Office of Sorority & Fraternity Life	Jennifer Thomas	jpierc23@utk.edu
Tickle College of Engineering	Kathleen Kim-Baker	kbaker25@utk.edu
Rec Sports	Michael Corder	mcorder@utk.edu

POST PROJECT PROTOCOL



Congratulations on successfully funding your project through VOLstarter!

Now it's time to update your generous donors on the impact of their contributions using our simple follow-up form. This will not only show gratitude but also demonstrate the tangible results achieved because of their support. Your transparency and positive outreach will also encourage donors to support any future projects.

Look for an email from VOLstarter containing the link to the follow-up form. This typically occurs 6 months after the project has ended. Fill out the online follow-up form within one week from send date.

Completing the follow-up form:

- Content: Share the progress, outcomes, and any challenges faced during and after the project.
- Media: Include a photo or video showcasing the impact.

Once completed, submit the form to the VOLstarter team via our email (volstarter@utk.edu). The VOLstarter team will review your form. If any changes are needed, the team will reach out to you for approval.

Once finalized, VOLstarter will send your follow-up thank you to all donors.

OUR TEAM

Alyssa Cooper Roberts

Associate Director of Annual Giving and Digital Strategy
alyssa@utk.edu

Lillie Etta Lawson

VOLstarter Development and Outreach Intern
volstarter@utk.edu

THE UNIVERSITY OF TENNESSEE
UT FOUNDATION

Office of Advancement
1609 Melrose Avenue, Knoxville, TN 37996
giving.utk.edu