



**OHIO**  
UNIVERSITY

**OFFICE OF SUSTAINABILITY**

## Crowdfunding for Green Revolving Loan Fund - Marketing

**Possible Academic Connections:** Marketing, Visual Communication, Graphic Design

**Recommended project length:** Semester

**Experiential Learning?** Likely

**Community Engagement?** Not likely

**Remote learning possible?** Likely

**Connection to OHIO Sustainability & Climate Action Plan:** Administrative Support, Curriculum, Engagement, all plan sections

**Brief description:** Create a crowdfunding campaign for a student Green Revolving Loan Fund.

### **Project description:**

Create a crowdfunding campaign for a student Green Revolving Loan Fund.

1. Research [Green Revolving Loan Funds](#); discuss project with Elaine Goetz
2. Research Ohio University's Crowdfunding process ([website](#) of Ohio University Crowdfunding projects); discuss project with Advancement, if possible
3. Choose a catchy name for an Ohio University Green Revolving Loan Fund
4. Create marketing materials for the Ohio University Green Revolving Loan Fund, using the template for the Ohio University Crowdfunding projects

Once designed, students should share materials with Elaine Goetz and the Office of Sustainability.

### **Resources available to students/faculty to complete project:**

- Meeting with Elaine Goetz to discuss Green Revolving Loan Funds
- Green Revolving Loan Fund marketing materials at other universities (google Green Funds at Harvard, Tufts, University of Maine, Iowa State, etc, in linked document above)
- Ohio University [Crowdfunding webpage](#)

### **Project alignment to OHIO Sustainability & Climate Action Plan:**

- [Administrative Support](#) (goal #3)
- [Curriculum](#) (goal #1)
- [Engagement](#) (goals #1 and 2)

**Please send final project deliverables to [sustainability@ohio.edu](mailto:sustainability@ohio.edu) for tracking and reporting purposes.**