

## **ONLINE FUNDRAISING & CROWDFUNDING ADMINISTRATIVE GUIDELINES**

The following procedures must be complied with for all online or crowdfunding campaigns that are conducted or overseen by Corporation staff members. Corporation staff members who launch crowdfunding campaigns without first complying with these procedures do so at their own risk and may not act on behalf of, or hold themselves out as acting on behalf of, their school or the Corporation. Such staff members are subject to discipline, up to and including termination/cancellation of employment contract.

These crowdfunding guidelines also apply to parents, and/or students who wish to raise funds for a specific classroom, school, or school activity through a crowdfunding campaign. While these guidelines do not directly apply to Corporation-affiliated organizations (e.g. PTA/PTO, Athletic/Band Booster Groups), significant deviation from these guidelines by an affiliated organization may be cause for the Corporation to refuse donations from such organization.

### **Authorized Platforms**

Online or crowdfunding campaigns may only be conducted using DonorsChoose or GoFundMe.

### **Request and Approval Process ([Request Form](#))**

Prior to beginning a campaign and making the initial posting of the project on either DonorsChoose or GoFundMe, the staff member must submit to and obtain approval of an application from the Principal that includes the following information:

1. A description of the items the staff member is seeking to obtain, the value of the items, the timeline for the project, a description of how the project will be administered, and information on action that will be taken if goal is not met in project timeline (obtainment of some of the requested items, extension of timeline, return of funds, etc.).
2. A description of how the items or funds will support educationally-related initiatives or programs (including extra-curricular activities),
3. A copy of any narratives that will be used to solicit the funds on the website along with any photos that the staff member wants to use on the crowdfunding site. A proposed posting describing the purpose and rationale for the crowdfunding campaign that reflects negatively upon the Corporation, its programs and services, or its staff and students shall not be approved. Staff members are prohibited from including identifiable student images, identifying specific students and/or their areas of disability or need. Any photos and any information contained in the narratives must protect student privacy and comply with all state and Federal privacy laws, including FERPA. The Corporation encourages

staff members to limit pictures to empty classrooms, the staff member, and/or photos of students when the students are not identifiable (e.g., the back of their heads or hands). If a staff member must use students' names and/or images, which is discouraged, the staff member must: provide an explanation for why the students' names and/or images are necessary and obtain written authorization from the students' parents/guardians. The written authorizations must be included with the application.

4. A copy of the profile that will be utilized by the staff member on the crowdfunding site.
5. Confirmation that the funds raised and/or the items purchased by the crowdfunding site will go directly from the crowdfunding site to the Principal of the school that will be benefitted by the funds/items.
6. If the campaign is for the purchase of technology, an approval from the Technology Department assuring compatibility with the Corporation's system and Corporation capacity to provide technical support for the devices/software.
7. If feasible, the staff member shall include in the posting a link to this Board policy/guideline.

The Principal will review the application to confirm compliance with the above procedures and to verify the proposed project and posting: will not create any legal liabilities; complies with Board policy and guidelines; and does not violate State and Federal laws and regulations. The Superintendent or designee will verify the proposed posting does not infringe on student privacy rights and intellectual property laws. If the Principal identifies an issue that may have legal implications, s/he will notify the Superintendent or designee so that legal counsel may be consulted prior to rendering a decision on the proposal or posting.

If the Principal approves an application, the Principal shall forward it on to the Superintendent or designee. The Superintendent or designee shall have final decision-making authority on a crowdfunding proposal or posting.

If the project is approved, the staff member/sponsor will provide the Superintendent or Designee with any information needed for the Corporation to receive donated funds directly from the crowdfunding site.

The staff member must keep the Principal informed of the status of the campaign as it progresses and at its conclusion. The Principal shall review the campaign website from time to time to verify the information posted is the same as set forth in the application.

Staff members may only work on crowdfunding activities during the work day with written permission from their Principal. Campaigns may not extend past the time period set forth in the application.

The Corporation is not responsible for the tax benefits and/or consequences of the donation. Under no circumstances will the Corporation issue documentation to donors to the crowdfunding site concerning the tax implications of any donations to the site. If the staff member desires to provide a reward, perk, or thank you gift to donors, the staff member must include in his/her application a description of any rewards, perks, or thank you gifts that will be provided to donors, including the cost and source of the reward, perk or thank you gift. The staff member is then responsible for making sure any awards, and/or appreciate recognition is sent to the appropriate donors.

Once the funds or supplies/equipment are purchased by the crowdfunding site with the proceeds of the campaign, they will be made available to the staff member for the express purpose of fulfilling the stated purpose of the project. The staff member, in conjunction with the Principal, is responsible for making sure any funds received are used for the express purpose for which they were raised; the staff member must submit to the Principal documentation of any expenditures of the funds, including any purchases made with those funds. Such documentation must be submitted within one (1) week of the expenditure. Failure to produce documentation will jeopardize the staff member's ability to engage in crowdfunding in the future.

All funds raised and materials donated are considered the property of the Corporation and shall remain in the Corporation in the event the staff member who ran the crowdfunding campaign ends his/her employment with the Corporation.

A staff member who violates the Corporation's Online Fundraising & Crowdfunding Policy or this guideline is subject to disciplinary action, up to and including termination/cancellation of employment contract.