

CROWDFUNDING

Crowdfunding fundraising is a method of raising funds through social media and the internet. Online fundraising and solicitations through crowdfunding websites has become common for teachers, other school personnel, and school-related organizations to seek donations for specific classroom or school-related projects or equipment that are not funded through the regular District operating budget.

The following guidelines apply to use of Crowdfunding, as defined in policy, in the District:

1. Prior to a teacher/employee/parent group/etc. engaging in a crowdfunding fundraising activity, the person coordinating the fundraising must get approval from the principal or district administrator.
2. Crowdfunding requests may not request donations to fund purposes the District is legally required to meet. For example, if a student requires a particular intervention to meet an individualized education program (IEP) goal, the District must provide for this need and it would not be appropriate to rely on private donations in this case.
3. The crowdfunding may not require the District to publicly endorse any specific business, organization, service or product, with the understanding that recognition of a donor differs from explicit endorsement.
4. The crowdfunding activity must be consistent with applicable provisions of District policy and school rules and in compliance with legal requirements.
5. When making requests for donations through crowdfunding, teachers/employees must comply with student privacy and other requirements set out in the Family Educational Rights and Privacy Act (FERPA). As a result, student images, names, and descriptions, which would cause students to be identifiable, or allow logical deductions about disabilities or other factors deemed to be within the sphere of student privacy, must not be used on such websites or elsewhere, unless written parental permission is secured in advance.
6. Crowdfunding must be set up using a District email account and not a personal email account. District email addresses must be used for communications with donors.
7. Any purchases made with funds received through crowdfunding must comply with District purchasing guidelines and procedures.
8. Purchases must align with school and District priorities and be compatible with curricular, technological, instructional, programmatic, and operational practices of the District, as may be applicable.
9. Monies or items secured through crowdfunding become the property of the District. Teachers/employees who seek crowdfunding should be explicit about the ownership of such items so that donors understand this point for tax and other purposes. Since items are to be the property of the District, all such funds must be accounted for through the District Business Office. If the crowdfunding site requires that it collect the dollars, purchase the described items, and send them to the teacher/employee, then a simple record of the acquisition is expected to be sent to the building or department administrator and the District Business Office.

10. It is the intention of the District to ensure that items purchased through such fundraising remain available to any staff member who may have been directly identified in connection with the original request, unless the teacher/employee leaves the District or the program for which the items were purchased, in which case the building administrator will determine the subsequent placement of the items.

APPROVED: MAY 13, 2019