# ONLINE FUNDRAISING CAMPAIGNS/ CROWDFUNDING

*Code* **DDB-R** *Issued* **xx/2019**

## Crowdfunding Campaign Approval Process

Prior to initiating a crowdfunding campaign, an online fundraising approval form must be submitted to the principal or immediate supervisor for approval. The form must include:

- the name and job title of the staff member submitting the request
- the proposed crowdfunding platform
- the exact text that will be posted regarding the campaign, including the specific items requested or the amount of funds requested
- the students or program that will benefit from any donations
- the instructional initiative or athletic/extracurricular program that will be enhanced by donations to the campaign, including the academic standards that will be addressed if the campaign is fully funded, when applicable
- the proposed end date of the campaign

The approval process will ensure that campaigns do not:

- request the purchase or use of technology that is not compatible with the district's current or future plans for the purchase and/or use of technology (the principal must seek input from the technology department). Laptops and iPads are not allowed items for online fundraising.
- request materials that could be substituted by similar materials that are already supplied by the district or will be supplied by the district
- request of any facility enhancement items without preapproval from Facilities Services.
- seek to start a program that would require the continued use of materials or funding beyond what is sought to be obtained through the proposal
- result in demands on staff not involved in the proposal or otherwise conflict with or take away from instructional time in an inappropriate manner
- seek funds or materials for projects that violate federal, state, or local law or otherwise conflict with board policy
- seek funds that require a matching funds contribution from the district
- seek funds for food items that do not comport will district wellness objectives and USDA regulations for school nutrition
- violate student privacy by including information such as student names; pictures of students' faces; descriptions of the school's student population as disabled, in poverty, as English Learners, etc.; or statements that infer the district is unable to meet the needs of the students it serves
- disparage the district or its programs, employees, or facilities

The principal may withhold approval for any crowdfunding proposal at his or her discretion for any reason.

Approval of requests will depend on factors including, but not limited to:

- compatibility with the district's educational program, mission, vision, core values, and beliefs
- congruence with the district and school goals
- the district's instructional priorities
- equity in funding

- other factors deemed relevant or appropriate by the administration

If the proposal is approved, the requestor is required to work closely with school administration to ensure all donations are properly documented and/or cataloged and subject to the same financial and inventory controls as other district property. Additionally, the requestor is required to ensure compliance with all federal, state, and local laws, district policies, and crowdfunding platform requirements. The principal will maintain a record of all crowdfunding proposals, including those that are denied.

The district approved online fundraising platforms will be listed in the Business Procedures Manual.

The superintendent or chief finance officer may terminate any crowdfunding project at any time for any reason.

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