

BOARD POLICY

DFKA

FISCAL MANAGEMENT CROWD SOURCED FUNDRAISING

NOVEMBER 26, 2018

Crowd Sourced Fundraising is the process of creating, posting, or sponsoring an online fundraiser to seek to secure or generate a specific gift or donation to fund a specific purchase or project, typically through websites or social media designated for this purpose. This policy applies, but is not limited to, online fundraising services such as GoFundMe.com, DonorsChoose.org, Kickstarter.com, CrowdRise.com, and similar sites. Specific gifts or donation requests must be consistent with District standards and promote the education of all students.

No employee, volunteer, or agent of the District shall create, post, or sponsor any online fundraiser seeking to secure or generate funds from the public for school purposes, purchases for school, or utilizing the District's name, logo, or likeness, without prior written consent from the school principal and Superintendent or the Superintendent's designee.

Monies raised by employees through Crowd Sourced Fundraising must be expended for the benefit of the students. Monies or items secured through Crowd Sourced Fundraising become the property of the District **or authorized PTA/PTSA or booster club**. Employees who seek Crowd Sourced Fundraising should be explicit about the ownership of such items, so that donors understand this point for tax and other purposes. All such funds and/or items must be accounted for through the District/school's business office. The preference of the District is for employees to utilize crowdfunding sites that collect the dollars, purchase the described items, and send them to the employee. A simple record of the acquisition should be sent to the building administrator and District/school's business office **or authorized PTA/PTSA or booster club**. If the employee is the recipient of cash or check, then an itemized record of received funds with the monies donated must be submitted to and accessed through the District/school's business office.

When making requests for donations through crowdfunding, 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.

The Superintendent shall establish appropriate rules and regulations for the implementation of this policy.

LEGAL REF: FERPA