

Book	Policy Manual
Section	Overviews and Resources for 35-1
Title	Special Update - School Support Organizations - November 2025 Overview
Code	01 - Overview for SSO
Status	

## **WISCONSIN OVERVIEW AND COMMENTS**

### **Special Update - School Support Organizations November 2025**

#### **Policy Revisions**

##### **Policy 5830 - Student Fundraising (Revised)**

This policy governs student fundraising activities within the school district. It ensures that fundraising is conducted in a controlled, ethical, and educationally appropriate manner. Fundraising must be for school-related purposes, approved by the Principal (and District Administrator if above a certain threshold), and comply with Federal dietary and financial regulations.

This policy protects students from coercion, ensures transparency and accountability in fund management, aligns fundraising with educational goals, and ensures compliance with legal and health standards. It also maintains the integrity of the school environment and prevents misuse of school resources.

The revision has technical corrections, financial requirements, additional oversight options, and cross-references to other policies. These revisions are recommended but not required.

##### **Policy 6605 - Crowdfunding (Revised)**

This policy regulates the use of online crowdfunding platforms to raise money or resources for district-approved educational activities, classrooms, or school-related programs. It ensures that crowdfunding activities align with the District's educational mission, maintain financial transparency, and protect student privacy. It also prevents misuse of school branding and resources, ensures legal compliance, and protects donors by requiring the use of secure, low-fee platforms.

The revision adds crowdfunding platforms and additional monitoring requirements. These revisions are recommended but not required.

##### **Policy 6608 - Accountability And Oversight Of Fundraiser And Crowdfunding Disbursements (New)**

This policy states that all funds raised through student, parent, or private group-led fundraising and crowdfunding efforts—whether managed by the district (custodial) or by outside groups (non-custodial)—are properly documented, reported, and aligned with State and Federal financial standards, including GASB 84 and Federal reporting requirements. It requires detailed profit-and-loss reports, receipts, and records of how funds are spent or donated to the district. The policy also outlines consequences for non-compliance. This helps protect the integrity of school financial operations and maintains trust with the public and donors.

This new policy provides additional accountability for fundraising and crowdfunding activities. It is strongly recommended but not required for adoption.

##### **Policy 6610 - Nondistrict-Supported Student Activity Accounts (Revised)**

This policy allows the creation and maintenance of student activity accounts for approved activities that do not receive financial support from the District. While the District holds these funds in custodial accounts (per GASB 84), students are fully responsible for managing the funds—including budgeting and spending—without any financial control or approval from District staff. Staff advisors may supervise but cannot make or influence financial decisions. These activities must follow established

guidelines for fundraising, accounting, and use of District resources. The policy requires that student-led, self-funded activities be managed independently but responsibly, with proper safeguards in place to comply with legal and financial regulations.

The revision adds an accounting requirement and includes technical corrections. These revisions are recommended but not required.

#### **Policy 7230 - Gifts, Grants, and Bequests (Revised)**

This policy outlines how the District accepts and manages gifts, grants, and bequests from individuals or organizations. The Board retains the right to approve, reject, or define the use of any donation. Accepted gifts become the property of the District and must align with Board policies and applicable laws. The policy also cites non-discrimination in the acceptance of donations and establishes reporting, tax acknowledgment, and transparency requirements. This helps create a process that handles donations ethically, legally, and transparently, protecting both the District and the donor. Additionally, it helps prevent the acceptance of gifts that could create liability, favoritism, or conflicts of interest, maintaining the trust of the school community.

The revision includes additional accountability and protections for the Board and District. These revisions are recommended but not required.

#### **Policy 9211 - School Support Organizations (Rescind)**

This policy is rescinded and renumbered to replacement Policy 9215 for better alignment with the numbering used by all states in the Neola network.

#### **Policy 9215 - School Support Organizations (Renumbered/Replacement)**

This policy establishes the standards, responsibilities, and oversight for school support organizations (SSOs)—such as PTAs, PTOs, Booster Clubs, and educational foundations—that raise funds or donate resources to support District schools and activities. The policy defines what constitutes an SSO, outlines approval and documentation requirements, and ensures transparency and accountability in financial activities. The policy protects the District's integrity, financial transparency, and legal compliance while supporting valuable community involvement. It ensures SSOs operate independently yet responsibly, aligning their goals with those of the District without creating liability for the school system. It also ensures donations and fundraising are managed ethically, helping to maximize benefits to students while safeguarding public trust.

This policy has been redrafted by Neola legal counsel. Its re-adoption is strongly recommended, as it contains important text that satisfies state and federal accountability requirements.

#### **Policy 9700 - Relations with Non-School Affiliated Groups (Revised)**

This policy sets clear rules for how non-school-affiliated (outside) groups may interact with students, staff, and District facilities. It prohibits the use of District resources—including names, logos, facilities, or personnel—for advertising, promotion, or fundraising. The policy balances the value of community involvement with the need to safeguard educational priorities and legal responsibilities.

Neola is reissuing this policy with one revision. The policy is referenced in several of the update policies in this special update, and clients may desire to confirm their original choices as a part of this update process. Finally, the revision in the non-discrimination statement is consistent with the Vol. 35, No. 1 - Nondiscrimination - November 2025 Special Update.

#### **Policy 9700.01 - Advertising and Commercial Activities (Revised)**

This policy outlines the rules and limitations for advertising and commercial activities involving students, staff, or District property. It defines advertising broadly and establishes strict controls over when, where, and how commercial messages or promotions may appear in schools. By balancing community involvement with strict oversight, the policy ensures any commercial presence aligns with the District's mission and public trust.

The policy contains expanding restrictions in the option for political advertising. In addition, this policy is referenced in several of the update policies in this special update, and clients may desire to confirm their original choices as a part of this update process. Finally, the revision in the non-discrimination statement is consistent with the Vol. 35, No. 1 - Nondiscrimination - November 2025 Special Update.



Book Policy Manual  
Section Ready for Review SSO Policies  
Title STUDENT FUND-RAISING  
Code po5830  
Status  
Adopted August 1, 2006  
Last Revised April 26, 2021

#### 5830 - ~~STUDENT FUND-RAISING~~FUNDRAISING

The Board acknowledges that the solicitation of funds from students must be limited since compulsory attendance laws make the student a captive donor and may also disrupt the program of the schools.

For purposes of this policy "student ~~fund-raising~~fundraising" shall include the solicitation and collection of money from students for any purpose and shall include the collection of money in exchange for tickets, papers, or any other goods or services for approved student activities.

#### **Student-Led ~~Fund-Raising~~Fundraising for School-Related Organizations**

The Board will permit student ~~fund-raising~~fundraising by students in school, on school property, or at any school-sponsored event only when the profit therefrom is to be used for school purposes or for an activity connected with the schools.

The Principal may permit fundraising by approved school organizations, those whose funds are managed by the Board.

~~[ ] Contracts with vendors for student fundraising activities shall establish the~~

~~( ) profit per item~~

~~( ) percentage of the profit~~

~~that will be earned by the sponsoring organization, regardless of whether that activity is conducted on or off school property.~~

~~[END OF OPTION]~~

School-level fundraisers must be approved by the Principal. The Principal may permit fundraising by approved school organizations, those whose funds are managed by the Board. ~~( ) If the fundraiser is expected to exceed \_\_\_\_\_ dollars it shall have District Administrator's approval. [END OF OPTION]~~ The Board requires that ~~fund-raisers~~fundraisers by student clubs and organizations that involve the sale, to students, of food and/or beverage items that will be consumed on campus, the food and/or beverage items to be sold comply with the current USDA Dietary Guidelines for Americans and the Smart Snack Rules. Each student organization shall be permitted two (2) ~~fund-raising~~fundraising exceptions per school year where foods and beverages that are not allowable under the Smart Snack Rules can be sold. If approved, ~~fund-raisers~~fundraisers that involve the sale, to students, of food items or beverages to be consumed on District property shall not compete directly with the sale of reimbursable meals. Each exempt ~~fund-raiser~~fundraiser cannot be longer than two (2) consecutive weeks.

~~Fund raising by approved school organizations, those whose funds are managed by the District, may be permitted in school by the Principal.~~

~~Fund raising off school grounds may be permitted by the District Administrator.~~

~~Fund raising~~Fundraising by students on behalf of school-related organizations whose funds are not managed by the District may be permitted on school grounds by the District Administrator.

All funds raised must be deposited in accordance with Policy 6630 - Cash Handling and Deposits.

~~[ ] The fundraiser's donation and withdrawal reports must be filed with the ( ) \_\_\_\_\_ ( ) Principal [END OF OPTION], verified against deposits, and retained for audits and routed to the \_\_\_\_\_ for internal controls. [END OF OPTION]~~

~~[ ] All contributions made to the school or District through these student fund raisers, either in-kind or in cash need to be reported in a consolidated electronic, auditable form to ( ) \_\_\_\_\_ ( ) Principal [END OF OPTION], and also provided to the \_\_\_\_\_ for proper accounting. [END OF OPTION]~~

~~[ ] Use of the name, logo, or any assets of the District, including but not limited to facilities, technology, or communication networks, is prohibited without the specific permission of the~~

~~( ) Board.~~

~~( ) District Administrator.~~

**[END OF OPTIONS]**

~~[ ] Raffles and all games of chance are prohibited. [DRAFTING NOTE: This choice should be consistent with the choice made in Policy 9160 – Public Attendance at School Events.]~~

~~[ ] Crowdfunding activities aimed at raising funds for a specific classroom or school activity, including extra-curricular activity, or to obtain supplemental resources (e.g., supplies or equipment) that are not required to provide a free appropriate public education to any students in the classroom may be permitted, but only with the specific approval~~

~~( ) of the \_\_\_\_\_.~~

**OR**

~~( ) of the Board upon the recommendation of the District Administrator.~~

**[DRAFTING NOTE – This option should be made consistent with Policy 6605 – Crowdfunding.]**

**[END OF OPTIONS]**

~~All other fund raising shall be done in accordance with Board Policy 9700.~~

All other fundraising shall be done in accordance with Board Policy 9700 - Relations with Non-School Affiliated Groups.

Revised 9/25/17

Revised 11/20/17

Revised 10/28/19

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Legal

Wis. Stat. 103.23



Book	Policy Manual
Section	Ready for Review SSO Policies
Title	CROWDFUNDING
Code	po6605
Status	
Adopted	November 20, 2017
Last Revised	April 26, 2021

## 6605 - CROWDFUNDING

This policy applies to the use of any form of crowdfunding utilizing an online service or website-based platform for the financial benefit or gain of the District – be it a specific classroom, grade level, department, school, or curricular or extra-curricular activity.

For purposes of this policy, "crowdfunding" is defined as the solicitation of resources, funds, supplies, or other resources from individuals and/or organizations to support identified specific activities, or projects, or programs that enhance the educational program or a specific cause approved by the District. The solicitation of Crowdfunding is typically from a large number of individuals/organizations utilizing internet-based technologies.

Crowdfunding activities aimed at raising funds for a specific classroom or school activity, including extra-curricular activity, or to obtain supplemental resources (e.g., supplies or equipment) that are not required to provide a free, appropriate, public education to any students in the classroom may be permitted, but only with the specific approval the Administrator and the Athletic/Activities Director.

Such approved crowdfunding activities are authorized to use the District name, logo, mascot, or any other name or slogan that which would associate an activity with the District. Unauthorized use of District branding is strictly prohibited. (See Policy 9700.01 - Advertising and Commercial Activities)

All crowdfunding activities shall align with the financial, operational, and platform standards outlined in Board policies. The ~~( )~~ Principal ~~( )~~ **[END-OF-OPTION]** shall be responsible for monitoring compliance with this policy, approving platforms, and reviewing activities for alignment with District goals. If a crowdfunding activity is found to be in non-compliance with any appropriate Board Policy, it will result in the immediate cessation of the crowdfunding activity and the ~~( )~~ Board ~~( )~~ District Administrator **[END-OF-OPTION]** may prohibit future fundraising privileges.

All approved crowdfunding activities shall protect the privacy of students, children, and young adults in accordance with Board policies ~~( )~~ and District administrative guidelines **[END-OF-OPTION]** and applicable State and Federal law, including Family Education Rights and Privacy Act (FERPA) and ~~IDEA~~ Individuals with Disabilities Education Act (IDEA).

All funds raised through approved crowdfunding activities shall be disbursed in accordance with Policy 6608 - Accountability and Oversight of Fundraiser and Crowdfunding Disbursement and all other applicable Board policies.

Materials, supplies, equipment, and other proceeds of the crowdfunding activity shall become the property of the District or school. ~~Cash~~ Direct cash payments or equivalent payment to District-personnel is prohibited. ~~( ) if they exceed \$25.00~~ **[END-OF-OPTION]**. All fiscal transactions shall comply with appropriate Board policies.

Approved crowdfunding activities must be conducted through a district-approved platform that meets the following standards:

- A. Systems and Organizational Controls (SOC 2) Type I Certification or equivalent standard recognized as best practice in the industry. (minimum):

The platform must demonstrate compliance with SOC 2 or equivalent standards, ensuring strong controls for security, availability, processing integrity, confidentiality, and privacy. Compliance with this standard guarantees that the platform adheres to industry-recognized best practices for safeguarding sensitive data and financial transactions.

- B. Low Fees: Platforms must not exceed a fifteen percent (15%) fee structure to ensure that the funds raised benefit the District maximally and minimize donor loss.

All crowdfunding activities are subject to AG 6605 and other applicable Board policies including, but not limited to, Policy 5830 - Student Fundraising.

Revised 4/27/20

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Book	Policy Manual
Section	Ready for Review SSO Policies
Title	ACCOUNTABILITY AND OVERSIGHT OF FUNDRAISER AND CROWDFUNDING DISBURSEMENTS
Code	po6608
Status	

### **New Policy - Special Update - School Support Organizations**

#### **6608 - ACCOUNTABILITY AND OVERSIGHT OF FUNDRAISER AND CROWDFUNDING DISBURSEMENTS**

The Board recognizes that the proper accounting, oversight, and transparency of all disbursements from fundraisers and crowdfunding campaigns organized by students or parent groups for the purpose of providing benefit to the District's programming or facilities must be in alignment with applicable Federal and State accounting standards. Proper documentation and reporting are essential for compliance with the Governmental Accounting Standards Board Statement No. 84 (GASB 84) and Federal reporting requirements

Fundraisers and crowdfunding campaigns conducted and organized by students, parent groups, and other private entities shall meet the compliance, accounting, and reporting requirements established herein. Parent groups may include Parent Teacher Associations (PTAs), Parent Teacher Organizations (PTOs), Educational Foundations, Booster clubs, and/or other private entities established for the benefit of the District, school, or a school organization. (See also Policy 5830 – Student Fundraising, Policy 9211 – District Support Organizations)

#### **Definitions**

For purposes of this policy, the following terms shall be defined as:

Custodial Funds: Funds held and managed by the school district for student activities under GASB 84.

Noncustodial Funds: Funds raised and managed independently by parent groups or private organizations.

F-33 Federal Financial Form Line 19: The line on the annual, mandated federal report that is required to detail the "Contributions and Donations From Private Sources," which includes revenue associated with private donations, stipends, or on-behalf payments through fundraising activities. (Financial Accounting for Local and State School Systems: 2014 Edition)

**~~[DRAFTING NOTE: As identified above, private sources include, but are not limited to: School Support Organizations, including Educational Foundations, PTA/PTO organizations, Booster Clubs, and any other private entity that has been established for the benefit of the District, school, or a school organization.]~~**

#### **Accounting and Compliance Requirements – Custodial Funds**

##### **A. Student-Organized Fundraising**

Funds raised by students whose funds are managed by the District are classified as custodial funds. All funds collected must be deposited into the District's custodial accounts and proper accounting and General Ledger code attribution is recommended.

Disbursements from the custodial accounts must be properly documented with receipts and expenditure records.

**~~( ) A profit and loss report must be prepared and submitted to the ( ) Principal ( ) [END OF OPTION] within ten (10) business days following the close of the fundraiser. The profit and loss report of each~~**

fundraiser shall be approved by the ~~( ) District Administrator ( )~~ **[END OF OPTION]**.

As defined in the Financial Accounting for Local and State School Systems: 2014 Edition all revenues and expenditures from student fundraising must be included on the F-33 Federal Financial Report. This data is collected through the District's Annual Report to the Department of Public Instruction (DPI).

B. Parent Group-Organized Fundraising (Non-Custodial Funds)

Funds raised by parent groups and/or other private individuals are considered non-custodial funds under GASB 84.

~~( ) Even though the funds raised by parent groups and/or other private individuals are non-custodial, parent groups are required to prepare and submit a profit and loss report for each fundraiser, donation or crowdfunding campaign.~~

~~( ) The report submitted shall also include:~~

- ~~1. Total funds raised with explanation of use of proceeds.~~
- ~~2. Detailed listing of expenditures with receipts.~~
- ~~3. Description of disbursements to school district personnel, such as stipends or payments.~~
- ~~4. Description of disbursements to schools directly. Reports must be submitted to the ( ) Principal ( ) school bookkeeper ( ) **[END OF OPTION]** within fifteen (15) business days of the fundraiser's conclusion. The report of each fundraiser shall be approved by the ( ) Principal ( ) **[END OF OPTION]**.~~

~~Any disbursements to the school or District must follow the established procedures for gifts to the District. (See also Policy 7230 — Gifts, Grants & Bequests)~~

**[END OF OPTIONS]**

**District Oversight**

~~( ) All reports shall be available for the District Administrator to review, approve, implement appropriate financial controls and maintain necessary record-keeping. **[END OF OPTION]**~~

~~( ) These reports should be available in a format that enables web-based access, and can generate reporting of financial transactions as needed and both by program, source, or group, as well as in an aggregating manner to improve transparency and facilitate compliant reporting. **[END OF OPTION]**~~

Disbursements that include payments on behalf of the school district (e.g., purchase of equipment) must also be properly categorized in required annual reporting.

Failure to comply with this policy may result in suspension or restrictions to fundraising activities of a student group, foundation, parent organization, and/or other private entity. Improper reporting will result in additional audits or financial reviews of the offending organizations financial records. The ~~( ) Board ( ) District Administrator ( )~~ **[END OF OPTIONS]** may impose other corrective actions that are necessary and appropriate to protect the integrity of the Board's financial operations and to meet the financial reporting standards.

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Book	Policy Manual
Section	Ready for Review SSO Policies
Title	NEW for District - NONDISTRICT-SUPPORTED STUDENT ACTIVITY ACCOUNTS
Code	po6610
Status	

### **Revised Policy - Special Update - School Support Organizations**

#### **6610 - NONDISTRICT-SUPPORTED STUDENT ACTIVITY ACCOUNTS**

The Board authorizes the maintenance of approved student activity accounts for nondistrict-supported student activities as allowed by DPI regulations and the auditor's recommendations in accordance with GASB 84. Approval of the establishment of any student activity account for a nondistrict-supported student activity, after the student activity is approved, without District financial support, in accordance with Policy 2430 - District-Sponsored Clubs and Activities, shall be determined by the ~~( ) Board~~ ~~( ) District Administrator~~ ~~( ) Business Manager~~ ~~( ) School Administration ( )~~ **[END OF OPTION]** before monies can be collected or disbursed in the name of said activity. **~~[DRAFTING NOTE: For consistency, it is recommended to make the selection of the approval entity consistent with Policy 2430 - District-Sponsored Clubs and Activities.]~~**

#### **Definitions**

The following definitions are provided for these terms within the context of this policy:

- A. **District-sponsored student activity:** All student activities recognized by the District as approved co-curricular/extracurricular activities are designated as District-sponsored, including both District-supported and nondistrict-supported student activities. (See Policy 2430 - District-Sponsored Clubs and Activities and Policy 6611 - District-Supported/Sponsored Student Activity Accounts)
- B. **District-supported student activity:** The District provides financial support of the student activity and exercises administrative control over dispersal of the activity's funds. (See Policy 6611 - District-Supported/Sponsored Student Activity Accounts)
- C. **Nondistrict-supported student activity:** The District does not provide financial support of the student activity and does not exercise administrative control over dispersal of funds.

Other terms are used as defined in Bylaw 0100 - Definitions.

#### **Nondistrict-supported Student Activities**

Nondistrict-supported student activity accounts are intended to provide a custodial account for an approved student activity for which the District does not provide funds (i.e., have financial involvement) or exercise administrative control over the funds. Such nondistrict-supported student activities may not be required by any course or provide any academic credit. These student activities are established for District students and may have a District-assigned and/or a District-compensated staff advisor/coach for supervisory purposes. While these student activities may use District facilities, equipment, and materials, the funds for these activities are self-managed by the students. Assistance from parents or other volunteers is permissible (see Policy 8120 - Volunteers). Fundraising is permissible in accordance with District policies (see Policy 5830 - Student Fundraising and Policy 9700 - Relations with Non-School Affiliated Groups). Equal access shall be provided in accordance with Policy 5730 - Equal Access for Nondistrict-Sponsored Student Clubs and Activities. A District staff member may serve as an advisor/coach, but decisions regarding money must be made by the students, as long as such expenditures do not violate District policies (e.g., purchase of illegal items, purchase of nonconforming technology, purchase from a non-approved vendor). As a fiduciary in

accordance with GASB 84, the District maintains custodial accounts for the student activity, but does not determine or approve how account monies are used since financial decisions are made by the students without administrative control or endorsement from District staff.

### **Criteria for Nondistrict-Supported Student Activity Accounts**

Nondistrict-supported student activity accounts may be established if all of the following criteria are met:

- A. The student activity account has been approved in accordance with this policy.
- B. The student activity account will be captured upon receipt and tracked to a corresponding General Ledger code for reporting, financial controls, and to accurately report for revenues and expenditures.
- C. The activity's students or student officers make all decisions regarding revenues, budgeting, and expenditures.
- D. Any request to expend money from the account must be endorsed in writing by the activity's President and Treasurer.
- E. The activity's advisor/coach is not permitted to make decisions regarding money, nor may the advisor/coach initiate or endorse any expenditure request.
- F. The student activity account is not under the District's control, nor subject to District oversight.

### **General Provisions**

The purpose of District-sponsored activities is to enable students to explore a wider range of individual interests than may be available in the District's courses of study but are still related to accomplishing the educational outcomes for students as adopted by the Board in Policy 2131 - Educational Outcome Goals and Expectations. District-sponsored activities must be approved in accordance with Policy 2430 - District-Sponsored Clubs and Activities or Policy 2431 - Interscholastic Athletics.

District-sponsored student activities are authorized to use the District name, logo, mascot, or any other name or slogan that would associate an activity with the District provided such use is consistent with other applicable District policies.

Student fundraising shall be conducted in accordance with Policy 5830 - Student Fundraising and Policy 9700 - Relations with Non-School Affiliated Groups.

All collected money shall be handled, secured, and deposited in accordance with Policy 6630 - Cash Handling and Deposits. Misappropriation of activity monies, including theft or any other misuse of monies, will result in discipline up to and including suspension, expulsion, and/or termination of employment.

### **Discontinued Student Activities**

~~(-) After one (1) full school year of inactivity, the unexpended funds of a discontinued nondistrict-supported student activity shall be transferred to the Student Council's account unless the discontinued student activity had provided other instructions for dispersal of its unexpended funds.~~

(-) After one (1) full school year of inactivity, the unexpended funds of a discontinued nondistrict-supported student activity shall be transferred to the District's General Fund - Fund 10.

**{END OF OPTIONS}**

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120.16(2) Wis. Stats.



Book	Policy Manual
Section	Ready for Review SSO Policies
Title	GIFTS, GRANTS, AND BEQUESTS
Code	po7230
Status	
Adopted	August 1, 2006
Last Revised	April 26, 2021

## 7230 - **GIFTS, GRANTS, AND BEQUESTS**

The Board is appreciative of public interest in, and goodwill toward, the schools manifested through gifts, grants, and bequests. The Board reserves the right, however, to specify the manner in which gifts are made; to define the type of gift, grant, or bequest which it considers appropriate; and to reject those which it deems inappropriate or unsuitable. If accepted, the Board will attempt to carry out the wishes of the donor.

The Board shall not discriminate in the approval and administration of gifts, grants, and bequests on the basis of **any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity**, ~~race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including transgender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability ("Protected Classes")~~. Complaints of discrimination in the acceptance or administration of gifts, grants, or bequests are governed by the complaint procedure outlined in Policy 2260 - **Nondiscrimination and Access to Equal Educational Opportunity**.

All gifts or bequests having a **combined** value of more than \$1,000 ~~that are approved by the Board will~~ **shall** be **accepted by the Board** ~~formally acknowledged at a Board meeting~~. The District Administrator may accept for the Board, gifts or bequests of lesser value ~~on the Board's behalf~~.

The Board shall provide written acknowledgement to the donor of any accepted cash donation and any non-cash donation. Such acknowledgement shall include the amount of cash or a description of any non-cash donation along with a good faith estimate of the value of such non-cash donation.

Board approval is required for grants only if required by the grant. The District Administrator may approve all other grants on the Board's behalf.

The Board shall provide any donor with appropriate tax forms in compliance with the requirements of the Internal Revenue Code.

~~[ ] All accepted gifts, grants, or bequests shall be acknowledged by the Board. [END OF OPTION]~~

Gifts, grants, and bequests shall become the property of the Board and will be subject to use by the District as determined by the policies and administrative **guidelines/procedures** applying to all properties, equipment, materials, and funds owned by the Board, ~~subject to the Board's effort to comply with any specific wishes of the donor~~. **The title of all gifts shall be in the name of the Board.**

Any equipment proposed to be purchased by a parent organization or non-District entity for use in the school, on District property, or at a District-related event shall be submitted to the District Administrator for analysis prior to the purchase.

The Board reserves the right ~~to refuse to~~ **not** accept **such liability** and thus prohibit the use of the equipment by students or District employees during any District-sponsored activity or on any property owned, leased, or used by the District. **The Board is under no obligation to replace a gift or memorial if it is lost, stolen, destroyed, or becomes unserviceable. [END OF OPTION]**

~~( )~~ **Any gifts, equipment, materials or classroom supplies purchased on behalf of or given by school support organizations (SSOs) should be submitted via the fundraising approval processes (See Policy 9215 - School Support Organizations) and if**

funds are to be collected from the community, they should be obtained through a secure, cloud-based-~~( ) Board ( )~~ District Administrator ~~[END OF OPTION]~~ approved crowdfunding site for transparency and oversight of gifts and donations made for proper reporting and reconciliation. The approved crowdfunding site must meet the technology standards as identified in Policy 6605 - Crowdfunding. Donations collected externally to the school should be submitted alongside a donation form completed by the donor to the District. ~~( ) (See Form 7320-F1)~~

All gifts to employees shall be consistent with the Board's adopted policy regarding employee ethics or gifts to an individual employee.

Revised 9/19/07  
Revised 3/17/10  
Revised 1/22/17  
Revised 12/21/20

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- 118.13 Wis. Stats.
- 118.27, Wis. Stats.
- I.R.C. 170(f)(8)
- I.R.C. 170(f)(12)
- Title VI, Civil Rights Act of 1964
- Title IX, Education Amendments of 1972
- Section 504, Rehabilitation Act of 1973
- Americans with Disabilities Act



Book	Policy Manual
Section	Ready for Review SSO Policies
Title	DISTRICT SUPPORT ORGANIZATIONS
Code	po9211
Status	
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Last Revised	January 22, 2024

#### **9211—DISTRICT SUPPORT ORGANIZATIONS**

The Board appreciates the efforts of all organizations whose objectives are to enhance the educational experiences of District students, to help meet educational needs of students, and/or provide extra educational benefits not provided for, at the time, by the Board.

The Board recognizes that parent teacher organizations and other school related community organizations are channels through which school personnel, parents, and other citizens may discuss educational concerns, problems, and needs and work together toward solutions. The District Administrator is authorized to provide support and assistance as appropriate upon the request of such an organization.

Any organization described in this policy must obtain advance written permission from the District Administrator before using any of the District's logos or name for the purpose of describing or promoting the organization or any activity of the organization.

Each volunteer organization that intends to work within the school setting may only do so in cooperation with the Administrator and other staff members, including for such activities as fundraisers, meetings, and the like.

Revised 3/18/09  
Revised 10/28/19

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Book Policy Manual  
Section Ready for Review SSO Policies  
Title NEW to District - SCHOOL SUPPORT ORGANIZATIONS (SSO)  
Code po9215  
Status

**Renum./Replacement - Spec. Upd. - School Support Organizations**

**9215 - SCHOOL SUPPORT ORGANIZATIONS (SSO)**

**~~[DRAFTING NOTE: The more oversight the Board takes on concerning school support organizations (SSO), the more obligation it takes on relative to the organization's activities. Boards should carefully consider the level of oversight and requirements in State or Federal law regarding such oversight, with the interests of the organization and/or the school/Board when making choices within this policy. However, many states have enacted legislation that mandates such a level of oversight, and Federal Accounting Procedures regarding appropriate donation reporting; therefore, such oversight could be considered in the Board's best interest.]~~**

The Board believes that school support organizations (SSOs) provide invaluable assistance to the students of this District and its programs and appreciates the efforts of all organizations whose objectives are to enhance the educational experiences of District students, to help meet educational needs of students, and/or provide extra educational benefits not provided for, at the time, by the Board. The Board encourages parents and staff to participate in such organizations.

**Definitions**

For purposes of this policy, the following terms are defined as follows:

**SSOs:** include the following: Booster Club, Foundation, Parent Teacher Association (PTA), Parent Teacher Organization (PTO), Parent Teacher Support Association, or any other nongovernmental organization or group of persons whose primary purpose is to support a District, school, school club, or academic, arts, athletic or social activities related to a school, that collects or receives money, materials, property or securities from students, parents or members of the general public.

~~[ ]~~ A group of people who merely request that students, parents, or members of the general public make donations to a District, school, school club, or academic, arts, athletic or social activity related to a school or assist in the raising of funds for a specified purpose under the sponsorship of a school employee where the funds are turned over to the school to be used for the specific purpose for which the funds were raised, shall not be considered a SSO. **~~[END OF OPTION]~~**

**Donation:** Any gift or contribution of money, materials, property or securities from any nongovernmental source received by a school official or employee for the benefit of a District, school, school club, or academic, arts, athletic or social activity related to a school.

**Internal School Funds:** Any and all money received and accounted for at individual schools by school administration, and specifically include, but are not limited to: (a) Any donation or grant made to the school, a school club, or any academic, arts, athletic or social activity related to a school; (b) Funds for cafeteria services operated at the school; (c) Fees collected by the school; (d) Funds transferred to the local school from the school board that are to be accounted for at the local school level; (d) Funds raised through cooperative agreements with outside organizations; (e) Rental fees charged outside entities for use of school facilities; and (f) Student activity funds.

The ~~( )~~ District Administrator ~~( )~~ Principal **~~[END OF OPTION]~~** is authorized to provide support and assistance as appropriate upon the request of such an organization.

**~~[ ] Prior Approval Process~~**

~~Before the SSO may begin soliciting, raising, or collecting money, materials, property, or securities to support a District, school, school club or any academic, arts, athletic or social activity or event related to a school, the SSO shall submit documentation to the District, that at a minimum, documents the following:~~

- ~~A. The SSO's status as a nonprofit organization, foundation or a chartered member of a nonprofit organization or foundation; provided, however, that nothing in this section shall require that the organization be a 501(c)(3) organization under the Internal Revenue Code, codified in 26 U.S.C. 501(c)(3);~~
- ~~B. The goals and objectives of the SSO; and~~
- ~~C. The telephone number, address and position of each officer of the organization.~~

~~[ ] Additionally, prior to approving an SSO, the District Administrator shall:~~

- ~~A. review the objectives of the SSO to determine that relevant educational needs are being addressed;~~
- ~~B. monitor the plans and activities of the SSO for compliance with laws, Board policies, and any administrative guidelines;~~

~~[END OF OPTION]~~

### ~~[ ] Annual Requirements~~

~~( ) The SSO shall annually, before the beginning of the school year, submit documentation to the District verifying its continued existence as a nonprofit organization. The digital form shall document, at a minimum:-~~

- ~~A. the goals and objectives of the organization; and~~
- ~~B. the current telephone number, address and position of each officer of the organization.~~

~~( ) The SSO shall file a statement of total revenues and disbursements at the end of the school year.~~

~~( ) The SSO shall also annually provide a digital record an annual remittance of insurance coverage.~~

~~( ) Approval is required before an SSO undertakes any fundraising activity to ensure there will be minimal conflicts in the scheduling of fundraisers. This approval shall not make the fundraising activity a school-sponsored activity.~~

~~( ) The District shall post or publish a list of organizations that have complied with State law and the requirements detailed in this policy. This posting or publication will be published by \_\_\_\_\_ on the District's website.~~

~~( ) Any SSO that has met the requirements of this policy and is officially listed on the District's website, the Board will provide annual training to, at a minimum, the officers of the SSO to aid in full compliance with these established standards.~~

~~[END OF OPTIONS]~~

### ~~[ ] Recordkeeping Requirements~~

~~All SSOs shall maintain, at a minimum, the following:-~~

- ~~A. detailed statements of receipts and disbursements;~~
- ~~B. minutes of any meetings; and~~
- ~~C. a copy of its charter, bylaws, and documentation of its recognition as a nonprofit organization.~~

~~( ) The SSO records shall be maintained for a period of at least four (4) years and be available upon request by any member of the District community.~~

~~( ) Upon request, the SSO shall provide to the District, or any authorized and appropriate Auditor, access to all books, records, and bank account information for the organization.~~

~~[END OF OPTIONS]~~

### ~~[ ] SSO Officer Responsibilities~~

~~The SSO officers shall be responsible for the following:-~~

- ~~A. safeguarding the SSO funds;~~
- ~~B. assuring that the funds are spent only for purposes related to the goals and objectives of the SSO; and~~
- ~~C. adopting and maintaining appropriate written policies for the SSO specifying reasonable procedures for accounting, controlling, and safeguarding any money, materials, property, or securities collected or disbursed by it.~~

~~( ) All the voting members of any SSO board shall not be District staff members.~~

~~( ) A District staff member may not be a treasurer or bookkeeper for an SSO. Further, a staff member shall not be the signatory on the checks of an SSO.~~

#### **[END OF OPTIONS]**

#### **[ ] Limitation of Liability**

~~The District Administrator shall require each SSOs fundraising activities comply with all applicable Board policies, including, but not limited to, the requirement that, if approved, fundraisers that involve the sale to students of food items or beverages to be consumed on campus can only be conducted from thirty (30) minutes following the close of the last lunch period until thirty (30) minutes after the end of the school day.~~

~~All disbursements of donations shall comply with State and Federal law as well as the provisions in Policy 6608—Accountability and Oversight of Fundraiser and Crowdfunding Disbursements.~~

~~( ) SSOs shall indemnify and hold the Board harmless from and against any and all claims and causes of action arising out of or related to the SSOs' acts and omissions in carrying out their activities. The District, Board, or any Board staff member shall not incur any liability for the recognition of an SSO or the SSO's failure to safeguard school support organization funds.~~

~~( ) SSOs shall purchase liability insurance (riders—self insured) to cover such indemnification and to protect the SSO and Board against claims for damage or injury resulting from any act or omission on the part of the SSO. The amount of insurance coverage shall not be less than \$1,000,000, and the SSO shall provide the Board with sufficient digital documentation demonstrating that the Board is named as an additional insured on the policy.~~

~~( ) The Board may require additional coverage for on-site events.~~

~~( ) The Board may offer the opportunity for any authorized SSO to receive coverage under the Board's liability insurance program to protect the entity against claims resulting from damage or injury resulting from any act or omission of the SSO. The SSO shall pay for such coverage.~~

#### **[END OF OPTIONS]**

#### **[ ] Required Compliance Measures**

~~( ) Any organization described in this policy must obtain an advance written cooperative agreement from ( ) the District Administrator ( ) Building Principal or District Administrator ( ) the Board [END OF OPTION] before using any of the District's logos or name ( ) as well as the District's or school's slogans, specifically: \_\_\_\_\_,~~

~~\_\_\_\_\_ [DRAFTING NOTE: Identify any specific slogans or taglines that would identify a connection to the District or a school] [END OF OPTION] for the purpose of describing or promoting the organization or any activity of the organization.~~

~~( ) By the start of each year, each group shall submit its tentative goals and objectives along with its fundraising plans for the next school year to the District Administrator for review by the Board. Should the goals and objectives or fundraising plans change during the school year, the District Administrator is to be advised before any final revisions are made.~~

~~( ) The District Administrator shall ensure that the Board receives an annual accounting of each group's receipts and expenditures by no later than June 30th of each year.~~

#### **[END OF OPTIONS]**

#### **Nondiscrimination**

SSOs shall allow participation by parents, staff, and community members. All meetings should be communicated to the District and/or school and be open to the public. SSOs shall not discriminate on the basis of a class of individuals protected by State and/or Federal law (collectively "protected classes").

Persons shall not be excluded from participation in SSOs based upon the extent or level of their past participation.

#### **Other Rules and Procedures**

The following additional rules and procedures shall govern the working relationships between the Board, staff, and any approved SSO. The Board may revoke formal recognition and suspend fundraising privileges of any SSO that fails to comply with these rules:



- A. The Board relies upon approved SSOs to operate in a manner consistent with public expectations for the schools and reserves the right to withdraw sponsorship from any outside support organization that violates the bounds of community taste.
- B. Membership should be available to staff, as appropriate, and members of the community in addition to parents.
- C. SSOs shall work in cooperation with the Principal and other staff members and shall abide by the policies of the Board. It shall be the responsibility of each outside support organization to monitor its activities to assure compliance with Board policy.
- D. SSOs are encouraged to set goals that are consistent with those of the particular programs, activities or sports being supported as articulated by the coach/advisor and/or athletic director of such program, activity or sport, to avoid duplication of effort and to maximize the benefit to the organization or group.
- E. SSOs must abide by the policies and procedures established for the use of Board facilities and grounds. Projects that require any modification or alteration to Board property must be pre-approved by the District Administrator.

118.13 Wis. Stats.  
 118.27 Wis. Stats.  
 I.R.C. 170(f)(8)  
 I.R.C. 170(f)(12)  
 Title VI, Civil Rights Act of 1964  
 Title IX, Education Amendments of 1972  
 Section 504, Rehabilitation Act of 1973  
 Americans with Disabilities Act

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Legal	118.13 Wis. Stats.
	118.27 Wis. Stats.
	I.R.C. 170(f)(8)
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	Section 504, Rehabilitation Act of 1973
	Americans with Disabilities Act



Book	Policy Manual
Section	Ready for Review SSO Policies
Title	RELATIONS WITH NON-SCHOOL AFFILIATED GROUPS
Code	po9700
Status	
Adopted	August 1, 2006
Last Revised	January 29, 2025

#### 9700 - **RELATIONS WITH NON-SCHOOL AFFILIATED GROUPS**

It is the policy of the Board of Education that students, staff members, and District facilities not be used for advertising or promoting the interests of any non-school related agency or organization, public or private, without the approval of the District Administrator; and any such approval, granted for whatever cause or group, shall not be construed as an endorsement of said cause or group by this Board. All crowdfunding activities are subject to Policy 6605 - Crowdfunding and AG 6605 - Crowdfunding.

No non-school affiliated group may use the name, logo, mascot, or any other name **or slogan that which** would associate an activity with the District without the specific written permission of the District Administrator. Additionally, no non-school affiliated group may use any assets of the District, including but not limited to facilities, technology, or communication networks without the specific written permission of the District Administrator.

#### **School District Referendum Advocacy**

This policy applies expressly to any outside organization's advocacy concerning School District referenda. Any such organization, whether advocating in favor of or in opposition to a referendum question must clearly identify themselves as independent of the School District and may not, under any circumstances, use School District logos, mascots, slogans or other such items that are protected by or regularly used and identified with the District. School District officials may not advocate for a position on a referendum in any manner in which such advocacy is in the individual's capacity as a School District official or may reasonably be perceived as such. School District officials may always provide factual information concerning any referendum question.

##### **A. Materials or Activities**

All materials or activities proposed by outside organizations for student or staff use or participation shall be reviewed by the District Administrator and other administrators on the basis of their proposed activities or materials, educational contribution to part or all of the school program, and/or benefit to students. No such approval shall have the primary purpose of advancing the name, product, or special interest of the proposing group.

The Board shall permit the use of educational materials, programs, and equipment that contains commercial messages providing the content of such messages and the manner of presentation has been approved by the District Administrator and is in compliance with the District's administrative guidelines.

Outside speakers representing commercial organizations will be welcome only when the commercial aspect is limited to naming the organization represented and the subject matter advances the educational interests of the District's students.

##### **B. Contests/Exhibits**

The Board recognizes that contests, exhibits, and the like may benefit individual students or the District as a whole, but participation in such special activities may not:

1. have the primary effect of advancing a special product, group, or company;
2. make unreasonable demands upon the time and energies of staff or students or upon the resources of the District;
3. interrupt the regular school program;
4. involve any direct cost to the District;
5. cause the participants to leave the School District, unless the Board's Policy 2340 - Field and Other District-Sponsored Trips has been complied with in all aspects; and/or the parents of a minor student have granted their permission.

#### **C. Distribution/Posting of Literature**

Non-school affiliated organizations may distribute/post literature on District property either during or after school hours only with the advance permission of the administrator.

The District Administrator shall establish administrative guidelines which ensure that:

1. criteria established in Policy 5722 - Student Publications and Productions - are used to make a decision regarding materials that students seek to post or distribute;
2. the school mail system is not used by students or staff for distribution of non-school-related materials;
3. no materials from any profit-making organization are distributed for students to take home to their parents, unless authorized by the District Administrator;
4. the time, place, and manner of distribution of all non-school-related materials are clearly established and communicated.

#### **D. Solicitation of Funds**

Any outside organization or staff member representing an outside organization desiring to solicit funds on school property must receive permission to do so from the District Administrator.

Decisions regarding the request to solicit funds shall not be based on the purpose or function of the group soliciting funds, unless the purpose of the organization is inappropriate for the age group of students, promotes activity that is unhealthy or unlawful, or is otherwise inconsistent with the pedagogical interests of the school.

The Board disclaims all responsibility for the protection of, or accounting for, such funds.

Solicited funds are not to be maintained in any regular or special accounts of the District.

This policy does not apply to the raising of funds for District-sponsored or school-sponsored activities.

#### **E. Prizes/Scholarships/Other Awards**

The Board is appreciative of the generosity of organizations that offer scholarships, prizes, or other awards to deserving students in this District.

In the administration of scholarships, prizes, or other awards, the District shall not discriminate on the basis of **any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity** ~~race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including gender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability (Protected Classes)~~ in any of its student program and activities.

Administration of scholarship or award programs appropriately designated under this policy to benefit individuals in a particular group that has not traditionally been represented does not violate this policy.

It will be the District's practice to provide all outside agencies and organizations notification of the nondiscrimination policy in awarding prizes, scholarships, or other aids, benefits, or services.

The District may administer or assist in the administration of scholarships, fellowships, or other forms of financial assistance established by a domestic or foreign will, trust, bequest, or similar legal instrument that requires the award to go to a student of a particular sex, race, color, national origin, or with a particular disability. Such restricted awards must not lead to discrimination in access to the total amount of prizes, scholarships, or other awards available.

In accepting the offer of such scholarships or prizes from non-District entities or persons, the Board directs that these guidelines be observed:

No information either academic or personal shall be released from the student's record for the purpose of selecting a scholarship or prize winner without the permission of the student who is eighteen (18), or the parents of a student who is younger in accordance with the Board's policy on student records.

The administrator, together with a committee of staff members designated by the administrator, shall be involved in the selection of the recipient and, if agreeable to the sponsoring organization, the selection shall be left entirely to the administrator and staff committee.

The District will periodically review its procedures for awarding scholarships, prizes, and other awards. This review will require that the District's procedure does not discriminate on the basis of sex, race, color, national origin, or disability in the overall effect of the scholarships, prizes, and other awards given to students.

#### **F. Sale of School Supplies**

In determining the appropriateness of the sale of school supplies by organizations other than the School District, the Board requires that the organization have a purpose which will benefit the School District and its students; and/or the organization has submitted the following information and assurances on the form provided by the District: a statement noting the purpose of the organization, financial accountability assurances, and use of facility assurances.

All funds generated by the sale of such school supplies shall be kept separate from other activity funds or other transactions of the Board.

#### **G. Surveys and Questionnaires**

Distribution of Surveys and Questionnaires to Students is governed by Policy 2416 - Student Privacy and Parental Access to Information.

#### **118.13, Wis. Stats.**

118.125, Wis. Stats.

Revised 3/17/10

Revised 1/18/12

Revised 3/21/16

Revised 11/20/17

Revised 4/26/21

Revised 3/21/22

T.C. 11/28/23

T.C. 1/29/25

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Legal

118.125, Wis. Stats.



Book	Policy Manual
Section	Ready for Review SSO Policies
Title	ADVERTISING AND COMMERCIAL ACTIVITIES
Code	po9700.01
Status	
Adopted	October 27, 2008
Last Revised	November 28, 2023

#### 9700.01 - **ADVERTISING AND COMMERCIAL ACTIVITIES**

This policy provides guidance for the appropriate and inappropriate use of advertising or promotion of commercial products or services to the students and parents in the school.

"Advertising" comes in many different categories and forums and is defined as an oral, written, or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered advertising.

It is the policy of the Board that paid commercial advertising shall not be permitted in School District facilities or on School District property and that the District's name, logo, mascot, or any other name which would associate an activity with the District should not be used in connection with such advertising. Additionally, paid commercial advertising shall not use any students, staff members or District facilities for any non-school organization or activity.

No advertising may use the name, logo, mascot, or any other name which would associate an activity with the District without the specific written permission of the District Administrator. It is further the policy of the Board that its name, students, staff members, and District facilities shall not be used promoting the interests of any non-school agency or organization, public or private, without the specific written permission of the District Administrator.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

#### **General Advertising Guidelines**

The following guidelines shall be followed with respect to any form of advertising on school grounds:

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Any advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Board.
- C. The Board reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct, or sexually explicit material, X or R rated movies or gambling aids.
- E. No advertisement shall be permitted that conveys the impression of the School District's endorsement of any religious message, political candidate or political ideology, or ballot initiative.

- F. No advertisement may contain libelous material.
- G. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
- H. No advertisement shall be false, misleading, or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.
- J. Advertisements may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district, inappropriate, or inconsistent with the guidelines set forth in this policy.
- K. All corporate support or activity must be age-appropriate and must be consistent with the Board's policies not to discriminate on the basis of **any Protected Class consistent with Board Policy 2260 - Nondiscrimination and Access to Equal Educational Opportunity** ~~race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including gender status, change of sex, or gender identity), or physical, mental, emotional, or learning disability (Protected Classes)~~ in any of its student program and activities.
- L. Students shall not be required to advertise a product, service, company, or industry.
- M. Advertising will not be permitted on the outside or the inside of school buses.
- N. The Superintendent is responsible for screening all advertising.
- O. The Superintendent may require that samples of advertising be made available for inspection.
- P. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

#### **Written Contract for Placement**

All advertising agreements between the District and an outside entity shall be in writing, shall specify all relevant terms, and must be approved by the Board prior to placement of advertisements.

The contracts shall contain at a minimum the following clauses:

- A. District authority over content and placement of advertisement;
- B. authority of District administration to view and approve all materials prior to the actual placement;
- C. specific provisions regarding financial terms, the timing of payment, hold harmless clause in the event of a lawsuit against the advertiser that requires removal of advertisement prior to expiration of the contract; and
- D. warranty regarding intellectual property and indemnification against alleged violations of trademark or copyright protections by third parties.

The District Administrator shall negotiate all such agreements with the advertiser.

The District Administrator shall prepare administrative guidelines addressing the Criteria for Commercial Messages and the process by which advertising shall be accomplished (see AG 9700B - Criteria for Commercial Messages).

#### **Accounting**

Advertising revenues must be properly reported and accounted for as per any administrative guidelines, policies, Generally Accepted Accounting Principles, and DPI Audit Guide requirements.

#### **118.13, Wis. Stats.**

T.C. 11/28/23

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