

OTHER REVENUES
GIFTS AND SOLICITATIONS

CDC
(LOCAL)

Note: For purposes of this policy, the terms “gift” and “donation” have the same meaning.

Unsolicited Gifts

Authority to Accept

The Board delegates to the Superintendent the authority to accept unsolicited gifts on behalf of the District. However, any gift that the potential donor has expressly made conditional upon the District’s use for a specified purpose, or any gift of real property, shall require Board approval.

Once accepted, a gift becomes the sole property of the District.

*Criteria for
Acceptance*

The District shall not accept any gift that would violate or conflict with policies of or actions by the Board or with federal or state law.

Before the Superintendent accepts a gift or recommends acceptance of a gift to the Board, as applicable, the Superintendent shall consider whether the gift:

1. Has a purpose consistent with the District’s educational philosophy, goals, and objectives;
2. Places any restrictions on a campus or District program;
3. Would support a program that the Board may be unable or unwilling to continue when the donation of funds is exhausted;
4. Would result in ancillary or ongoing costs for the District;
5. Requires employment of additional personnel;
6. Requires or implies the endorsement of a specific business or product [see GKB for advertising opportunities];
7. Would result in inequitable funding, equipment, or resources among District schools or programs;
8. Obligates the District or a campus to engage in specific actions; or
9. Affects the physical structure of a building or would require extensive maintenance on the part of the District.

Solicitations

An employee who solicits gifts on behalf of the District or for use in the fulfillment of his or her professional responsibilities shall comply with relevant state and federal law and any District administrative regulations.

All donations solicited on behalf of the District, including solicitations in the name of the District or a campus, or donations solicited using District or campus resources, become the sole property of the District.

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Web-Based
Solicitations

~~All employees shall be prohibited from using the name, image, logo, or mascot of the District, a campus, or any student to solicit web-based donations of any kind, including "crowdfunding" web-sites such as GoFundMe or Kickstarter.~~

This policy defines "crowdfunding" as an Internet-based request for resources from individuals and organizations to support activities or projects that enhance the educational program.

Crowdfunding Responsibilities of Eligible Staff:

1. Eligible staff are teachers and front-line educators currently employed by the District.
2. The purpose of this crowdfunding policy is to support a teacher's efforts to enhance the district or school's educational programming. Postings that describe the purpose and rationale for conducting the crowdfunding campaign may not negatively reflect upon the District, its programs and services, its staff, or its students.
3. All postings must comply with applicable federal and state student privacy laws, including FERPA, IDEA, and applicable laws and regulations.
4. Postings may not include identifiable student images without prior parental approval.
5. Eligible staff posting projects must consult with appropriate district personnel to ensure desired technologies align with the district or school's technology plan and requirements.
6. The school principal or district administrators are required to pre-approve classroom projects posted by eligible staff to pre-approve crowdfunding sites.

Crowdfunding may not be used to solicit donations for the personal benefit of a person or persons.

Pre-Approved Crowdfunding Services.

1. The Superintendent or designee shall identify approved crowdfunding sites for use by eligible staff.
2. Teachers seeking donations via a crowdfunding website shall not:
 - a. Seek funding for the personal benefit of an individual or for political reasons.
 - b. Request monetary donations or gift cards.

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- c. Transfer donations from campus to campus.
- d. Request donated items be mailed to employee homes or addresses other than the campus.
- e. Use personal, non-district email address or social media accounts for communicating with donors or
- f. Pressure parents to make donations to the site.

The District approved website for crowdfunding is DonorsChoose. All crowdfunding shall be reported by completing an "Authorization for Posting on Crowdfunding Website" form and must be consistent with the Campus Improvement Plan. All requests must be approved by the principal before posting to a website.

Educational
Foundation

The Educational Foundation may use the Coppell ISD logo and likeness within their grant process and advertisements.