

Unity School District
Administrative Rule 335.5
CROWDFUNDING/FUNDRAISING FOR SCHOOL PURPOSES
335.5
11/13/2018

This administrative rule 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. “Crowdfunding” refers to a campaign to collect typically small amounts of money from a large number of individuals to finance a project or fundraise for a specific cause. Through the use of personal networking, social media platforms, and other internet based resources, funds are solicited or raised to support a specific campaign or project.

This administrative rule does not permit or sanction the use of crowdfunding for District or specific school programs or activities, including co-curricular or extra-curricular activities.

When considering the use of crowdfunding to raise funds, employees of Unity School District must follow these **Guidelines**:

1. Such funding requests require the pre-approval of the principal/director. The principal/director must pre-approve a crowd funding project/request PRIOR to it being posted on a crowdfunding platform.
2. Permission must be granted to use the school name, logos, or motto of Unity School District.
3. When using platforms there can be different terms. Principals or directors should understand the terms prior to the start of a project:
 1. AON-All or nothing. This means that if the amount requested is not reached, the project does not get funded. The donor then has the option to pick another project to fund or give the current teacher a credit toward their next project.
 2. KIA-Keep it all. This means that if any amount is reached, the school will get a check even if the goal is not reached.
4. Make sure to monitor and take down sites when the event or request is completed.
5. Monies or items secured through crowdfunding become the property of Unity School 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 Unity School District, all such funds must be accounted for through the Unity School District 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 should be sent to the building administrator and District Office.
6. It is the intention of Unity School District to ensure that items purchased through such fundraising remain with the teacher/employee, 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.

7. 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.
5. Crowdfunding must be set up through a Unity School District account and not a personal account. The Unity School District Finance Director will administer online fundraising accounts where monies are exchanged and the staff person hosting the fundraiser must work in collaboration with the District Office managing that portion of their event.
6. Crowdfunding requests may not request donations to fund purposes Unity School District is legally required to meet. For example, if a student requires a particular intervention to meet an IEP goal, the District must provide for this need and it would not be appropriate to seek private donations in this case.
7. Any purchases made with funds received through crowdfunding must comply with Unity School District purchasing guidelines and procedures.
8. Teachers/employees shall always use District email addresses for communications with donors.
9. 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.
10. 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.
11. The Crowdfunding activity must be consistent with applicable provisions of District policy and school rules and in compliance with legal requirements.
12. Students, student groups, or activities are not allowed to crowdfund for their activities.

Crowdfunding Projects MAY NOT:

- a. Disparage the District or any of its buildings, programs, students, or employees or paint the District or any of its employees, students, or programs in a negative light;
- b. Include pictures of District students in the crowdfunding post or on the posting individual's home or biography page on the crowdfunding site;
- c. Include identifying information of any District student on the crowdfunding site;
- d. Be used for personal gain of any individual other than the District-related benefits associated with the campaign's purpose;
- e. Result in funds and/or items being provided/delivered directly to the individual who requested the funds;
- f. Solicit funds for items or projects that are religious or political in nature or that have a religious or political purpose;
- g. Violate Title IX or any other applicable state or federal law;
- h. Be contingent on additional District spending or require "matching" funds from the District or another organization;

- i. Request food items that do not meet the "smart snacks" standards of the USDA regulations for school nutrition; or
- j. Contain language that suggests or states that an item or items for which the donations are being sought are required for or otherwise integral to a student's special education program, necessary for a student to achieve his/her IEP goals, or necessary to ensure participation of a student or students with disabilities in school or any program offered by the District.

Additional Requirements:

The District reserves the right to refuse funds that have been raised through an approved crowdfunding campaign if it discovers that the project violated this policy or was in violation of the crowdfunding site's requirements, policies, and/or regulations.

The District reserves the right to terminate any pre-approved crowdfunding campaign for any reason or withhold approval for any crowdfunding campaign project for any reason.

Crowdfunding website examples:

www.Classmunity.com

www.donorschoose.org

www.adoptaclassroom.org

www.gofundme.com