

## **Business/Non-Instructional Operations**

### **School Fundraisers**

#### **Online Fundraising Campaigns - Crowdfunding**

The New Fairfield Board of Education (Board) believes online fundraising campaigns, including crowdfunding campaigns, may further the interests of the District. Any person or entity acting on behalf of the District and wishing to conduct an online fundraising campaign for the benefit of the District shall begin the process by seeking prior approval from the Superintendent or his/her designee. Money or items raised by an online fundraising campaign will be the property of the District only upon acceptance by the Board, and will be used only in accordance with the terms for which they were given, as agreed to by the Board.

**“Crowdfunding service”** means a web-based service used for the solicitation of goods, services and/or money from a large number of people via the Internet. Crowdfunding is considered a form of fundraising.

Any staff, administrators, school-related groups, or members of the public seeking grants or donations on behalf of the school or for the benefit of the school and/or its students should first discuss such request with the building Principal.

Prior to finalization of any grant or donation associated with the school and/or its students, all requests for grants or donations must be approved by the Superintendent or his/her designee. When the appropriateness of a request is in doubt or if the grant/donation obligates the school to engage in specific actions, obligations or involves the addition of District/school funding, the Superintendent shall refer the request to the Board for final acceptance or rejection.

Approval of requests shall 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 that positively impact student performance;
- The District’s instructional priorities;
- The manner in which donations are collected and distributed by the crowdfunding platform;
- Equity in funding; and
- Other factors deemed relevant or appropriate by the District.

If approved, the requestor shall be responsible for preparing all materials and information related to the online fundraising campaign and keeping District administration apprised of the status of the campaign.

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The requestor is responsible for compliance with all state and federal laws and other relevant District policies and procedures. All items and money generated are subject to the same controls and regulations as other District property and shall be deposited or inventoried accordingly. No money raised or items purchased shall be distributed to individual employees.

**Note:** Online fundraising campaigns have become an increasingly popular mechanism for individual educators to raise money. “Crowdfunding” can be defined as, the use of small amounts of capital from a large number of individuals to finance a project, business venture, or to fundraise for a specific cause or charity. For examples of organizations dedicated to crowdfunding for education please visit: [DonorsChoose.org](http://DonorsChoose.org), an organization with a mission to empower “public school teachers from across the country to request much-needed materials and experiences for their students” or [AdoptAClassroom.org](http://AdoptAClassroom.org), an organization with a mission to give “teachers a hand by providing needed classroom materials so that students can succeed.”

District employees shall comply with all of the following provisions relating to online solicitations and the use of crowdfunding services for school-related purposes. All property and proceeds received as a result of online fundraising or solicitation as the result of a crowdfunding service become the property of the Board. As a result, no online fundraising may occur except as provided below:

1. The school Principal, subject to the approval of the Superintendent or his/her designee, shall approve all online fundraising activities prior to any employee posting any such fundraising solicitation.
2. Employees may only use crowdfunding services that send the items or proceeds solicited by the employee directly to the school where he or she is employed.
3. The employee must verify under the crowdfunding services’ terms and conditions that he/she meets all requirements for such solicitation.
4. Any employee seeking to display or post a picture of a District student in conjunction with a fundraising solicitation must secure the written consent of the student’s parents/guardians.
5. If an employee’s proposal is approved by the crowdfunding service, the employee agrees to use the donated materials solely as stated in the employee’s proposal.
6. If a solicitation is not fully funded within the time period requested by the crowdfunding service, donations will be returned to the donor or to the employee as “account credits.”
7. If for any reason, a solicitation cannot be concluded (for example, the employee no longer works at the original school), donations shall be returned to the donor or to the employee as “account credits.”

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8. Any solicitation shall be for educational purposes only. The solicitation of personal items (for example, winter coats, nutritional snacks) shall benefit students directly.
9. Unless otherwise approved by the Superintendent or his/her designee in writing, all goods and/or proceeds received through any online solicitation shall become the property of the Board and not of the individual employees who solicited the item(s) or funds.
10. To the extent an employee solicits any technology or software, the employee shall secure the prior written approval of the Director of Technology or his/her designee prior to any such solicitation.
11. The Board reserves the right to deny approval of solicitation of any funding or grant application or to refuse acceptance of any funds awarded or donated.

(cf. 1324 – Solicitation of Funds by School Groups, Booster Clubs or Parent Groups)

(cf. 3280 – Gifts, Grant, and Bequests)

(cf. 3281 – School Fundraisers)

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The Board of Education (Board) considers crowdfunding as a fundraiser.

A District professional employee may submit a proposal to benefit the New Fairfield Public Schools by raising funds or acquiring materials via a crowdfunding platform that has been approved by the Superintendent or his/her designee. The individual proposal shall first be submitted to the building Principal for approval. Once approved by the Principal, the Superintendent or her/his designee will then review the proposal. A decision on the application will be made within 10 business days of receipt by Superintendent. A list of approved crowdfunding platforms will be maintained by the Superintendent or his/her designee.

#### **Guidelines**

1. When posting pictures/videos/images of any students or staff, all Board policies and administrative regulations must be followed. Some platforms require their own student permission forms.
2. A file is to be maintained at the school for any crowdfunding request. This file shall contain:
  - a. The Principal's fundraising approval form;
  - b. The written detail of the projects as well as what is posted on the platform website;
  - c. Any photos or images posted with the project; and
  - d. A copy of all agreements and permission forms.
3. Platforms terms:
  - a. When using platforms there can be different terms. Principals or directors should understand the terms prior to the start of a project:
    - i. 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.
    - ii. 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.
  - b. Make sure to monitor and take down sites when the event or request is completed.

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##### **Guidelines** (continued)

4. Equipment – If the request involves equipment, either technology or non-technology, preapproval needs to be obtained from:
  - a. District Technology Coordinator
  - b. Maintenance: Contact the Director of Maintenance, as electric and plumbing considerations may need to be reviewed before any equipment is ordered.
5. All non-monetary items (supplies, equipment...) obtained are the property of the District and all inventory procedures apply.
6. All monetary donations should be properly recorded in the funds accounting system at each school. A line item may need to be set up for a new account if this is a new project. Please note, no school banking information should ever be given out. A check should be requested to be mailed to the school in the name of the school, not to an individual person.
7. When developing a project, it is necessary to be mindful as to what is being requested. The intent of the request always needs to be followed.
8. If a proposal is successfully funded, the author(s) shall immediately notify the District Business Office.
9. All gifts, grants, bequests and contributions must be officially accepted by the Board of Education, become the property of the District and, if applicable, will remain in the school where the author(s) was (were) located at time of the grant award.

##### **Denial of Proposal**

If the proposal is denied by the Superintendent or her/his designee, s/he will communicate the reason for denial. Reasons for denial may include:

- The proposal requests 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 proposal requests the purchase and/or use of technology not supported by the District Network Administrator and the Assistant Director of Curriculum and Instruction for Instructional Technology.
- The proposal requests the purchase of curriculum materials and supplies that are not standards-based.

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**Denial of Proposal** (continued)

- The proposal requests materials that could be substituted by similar materials that are already supplied by the District or will be supplied by the District.
- The proposal seeks to start a program that would require the continued use of materials or funding beyond what is obtained through the proposal.
- The proposal will result in demands on staff not involved in the proposal.
- The proposal is in conflict with or takes away from adequate instructional time and/or established foci of the District Improvement Plan or the School Improvement Plans.
- The proposal requests athletic equipment or donations not consistent with or in direct conflict with the athletic programs of the District.
- The proposal is in conflict with current and/or planned curriculum and instruction initiatives, Board policy, one or more of the District Collective Bargaining Agreements, regulations of the Connecticut Department of Education and/or Connecticut General Statutes.