

**Should this be KCDC ? - ONLINE
FUNDRAISING AND SOLICITATIONS -
CROWDFUNDING**

Online Fundraising and Solicitation – Crowdfunding

A “crowdfunding service” is any online service used for the solicitation of goods, services, or money from a large number of people via the Internet or other electronic network. Examples of crowdfunding services include GoFundMe, KickStarter, Indiegogo, YouCaring, SnapRaise, and DonorsChoose.

School District employees working in the elementary schools and the middle schools may not use crowdfunding services to raise money for the schools or for school-related activities. The use of such services would not likely be consistent with the provisions and purposes of the District’s Equity Policy and Equity Guidelines (KCDE). This policy does not restrict teachers from communicating directly with their students’ parents or guardians to request contributions for class field trips or for consumable classroom supplies such as tissues, wipes, hand sanitizer and pencils, whether the request is made via email or via a website with a “wishlist” functionality. Teachers should not make such requests for curricular materials or supplements such as books or games or furniture for class use.

Donations that outside groups or individuals wish to provide to the District for use in the elementary or middle schools continue to be governed by the policy on Gifts and Donations (KCD). This policy does not apply to parent/guardian organizations or other 501(c)(3) organizations fundraising from their members or school communities.

At the high school level, student organizations, clubs and athletic teams may use crowdfunding services to engage in fundraising for their organization under certain conditions. The student group must obtain the approval of its faculty sponsor, or the athletic team must obtain the approval of its coach. The faculty sponsor or coach must obtain the permission, respectively, of the school’s principal or designee or athletic director. The principal or designee or athletic director will have discretion as to whether to approve the requested use of a crowdfunding service. In determining whether to approve the request, the principal or designee or athletic director will consider whether the use of a crowdfunding service to conduct fundraising is more administratively efficient, and less costly than other forms of fundraising historically conducted by student organizations and athletic

teams at that school. With respect to fundraising for athletic teams consideration shall be given to any implications under Title IX relating to disproportionate funding for teams benefitting one gender.

Consistent with the District's Social Media and Web Publishing Guidelines, no crowdfunding solicitation shall include the name or photograph of any student unless that student's parent or guardian has provided specific written consent to such use in the fundraising campaign. The person obtaining approval for the solicitation shall be responsible for keeping a file containing all such written consent forms.

The solicitations sent through a crowdfunding service shall not come from any employee of the District. Instead, students participating in the solicitation shall be the senders or authors of the solicitations sent through the crowdfunding service.

The School District employee who obtains approval for the solicitation shall be responsible for keeping a list of all persons directly solicited through the crowdfunding service, and upon request, shall provide that list of persons to the school's assistant principal or athletic director. That list shall be kept for three years after the conclusion of the crowdfunding solicitation.

All goods, services, or proceeds solicited and received through any crowdfunding service shall become the property of the District and not of the individual employee, organization or team who received approval to conduct the solicitation. Any District employee who supervises an approved crowdfunding solicitation is prohibited from taking any such proceeds or funds to another school or location without the Superintendent's prior written approval.

All money received through the use of a crowdfunding service shall be accounted for, held, and spent in accordance with the District's Financial Practices and Procedures Manual.

CROSS REFS: GBEBC, Gifts To and Solicitations by Staff
 KCD, Public Gifts to Schools
 KCDE, Equity Policy
 KBE, Relations with Parent/Booster Organizations
 Social Media and Web Publishing Guidelines
 Financial Practices and Procedures Manual