

TURKEYFOOT VALLEY AREA SCHOOL DISTRICT

SECTION: Property
TITLE: Crowdfunding
ADOPTED: September 16, 2019
REVISED:

PURPOSE	<p><u>Purpose</u></p> <p>The Board recognizes that crowdfunding has become an increasingly popular method by which school districts can procure funding for specific projects and/or programs.</p>
AUTHORITY	<p><u>Authority</u></p> <p>The Board permits district employees and eligible organizations to maximize opportunities to obtain resources for the benefit of students and the district; however, unregulated use of crowdfunding on behalf of the district can expose the district, the employee, and an organization to significant potential legal liability. The Board adopts this policy to effectively mitigate risks and establish parameters for the use of crowdfunding on behalf of the district. Organizations not granted formal recognition by the Board as an eligible organization shall not engage in crowdfunding on behalf of the district.</p>
DEFINITION	<p><u>Definitions</u></p> <p>Crowdfunding shall mean a mechanism by which an individual or organization solicits and accepts donations from the general public, via specially-designed websites, to fund a specific purpose or cause. Crowdfunding shall not include requests for donations the district makes using its own website or social media platforms.</p> <p>Eligible organizations shall mean booster groups, parent organizations, school-sponsored student organizations [1], educational foundations that have been formally recognized by the Board and may be granted permission to utilize crowdfunding upon proper application and subsequent approval.</p> <p>A crowdfunding campaign shall mean an approved crowdfunding request that has been set up and is actively soliciting and accepting donations.</p> <p>A crowdfunding request shall mean the form and related information submitted by an individual who, or eligible organization that, seeks permission to engage in a crowdfunding campaign.</p>

<p>DELEGATION OF RESPONSIBILITY</p>	<p>A crowdfunding site, for the purposes of this policy, shall mean one that has been approved by the Board or designated administrator.</p> <p>Individual, for purposes of this policy, shall mean a district employee.</p> <p>Resources include donated funds, items purchased with donated funds, and, when the crowdfunding site directly provides the items, the items themselves.</p> <p><u>Delegation of Responsibility</u></p> <p>The Superintendent shall approve crowdfunding sites for use by individuals and eligible organizations based on the criteria outlined in this policy.</p> <p>The Superintendent shall maintain a list of approved crowdfunding sites and update the list as needed.</p> <p>It shall be the responsibility of the Superintendent to approve all crowdfunding requests totaling \$2000.00 or less. When the crowdfunding request is more than \$2000.00, Board approval shall be required.</p> <p>If the crowdfunding request is approved, the requester shall be responsible for:</p> <ol style="list-style-type: none"> 1. Preparing all materials and information related to the crowdfunding campaign. 2. Keeping district administrators apprised of the status of the campaign. 3. Following all applicable laws, Board policies, and administrative regulations, including the requirements, policies and/or regulations established by the crowdfunding site.
<p>GUIDELINES</p>	<p><u>Guidelines</u></p> <p>The district reserves the right to withhold approval of any crowdfunding request or terminate a pre-approval for a crowdfunding campaign for any reason.</p> <p>The district reserves the right to refuse to accept funds that have been raised through a crowdfunding campaign if it discovers that the campaign violated this policy or any of the crowdfunding site’s requirements, policies and/or regulations.</p> <p>All resources obtained through crowdfunding campaigns are the property of the district.[2]</p> <p>While preference shall be given for the resources to be used and maintained by the individual or eligible organization who originally obtained them through crowdfunding, the district reserves the right to transfer such resources to another classroom, program and/or individual, as necessary.[3][4][5]</p>

Approval of Crowdfunding Sites

When evaluating crowdfunding sites to be approved for use by individuals or eligible organizations, the Superintendent shall consider the following:

1. The crowdfunding site shall be operated by a legitimate corporation or limited liability company with no history of fraud, unlawful activity, financial mismanagement, or other misconduct.
2. The crowdfunding site shall publicly display details about each resource funded (unit cost, vendor, etc.) and provide easy-to-understand explanations of fees and overhead costs.
3. Crowdfunding sites that provide requested items in lieu of direct funds shall be given preference.
4. The crowdfunding site shall require that all resources secured by an individual or eligible organization on behalf of the district go directly to the school or district program listed in the crowdfunding request, not the individual who, or the eligible organization that, submitted the crowdfunding request.
5. Sites designed for crowdfunding by schools and/or educators shall be given preference, as long as they otherwise meet the requirements of this section.

All crowdfunding campaigns shall utilize one (1) of the approved crowdfunding sites.

Approval of the Crowdfunding Request

Individuals who, and eligible organizations that, wish to use crowdfunding to obtain resources for classroom or school purposes shall submit a written request to the Superintendent for approval at least 30 days before the desired start of the crowdfunding campaign.

The crowdfunding request shall include:

1. The name and job title of the individual requester or, if the applicant is an eligible organization, the names of two (2) members of the eligible organization, and their position within the eligible organization, who shall be responsible for overseeing the crowdfunding campaign.
2. The crowdfunding site to be used.
3. The requested item(s) and/or the amount of funds targeted to be raised in order to purchase the item(s).

4. The school, classroom, program, and/or activity to be benefitted.
5. The exact language, as well as any graphics, that will be included in the post on the crowdfunding site.
6. The projected start and end dates of the post on the crowdfunding site.
7. A list and description of any social media platforms and/or accounts that will be used to promote the crowdfunding campaign, including the identification of the individuals/organizations to whom such accounts belong.
8. A description of any other methods/channels that will be used to promote/market the crowdfunding campaign.

The individual(s) reviewing the crowdfunding request shall ensure that:[1][2]

1. The crowdfunding request does not conflict with other district fundraising efforts.
2. The district does not already have the requested resources.
3. The district can adequately utilize, support, store, and maintain the resources, if received.
4. The crowdfunding campaign is compliant with all applicable federal and state laws and regulations, and Board policies and administrative regulations.
5. The district, staff and/or students are not portrayed in a negative light.
6. The crowdfunding request is compatible with the district's educational program, mission, vision, shared values, curriculum, and district initiatives.

Use of Crowdfunding

To ensure the successful use of crowdfunding for district purposes, the district may provide the following:

1. Training for individuals and members of eligible organizations on the use of crowdfunding, including district technology requirements or preferences, to best align with district initiatives and curriculum.
2. District expectations, Board policies and administrative regulations for the protection of private information.[6][7][8]

3. Recommended external messaging or logo/branding guidelines that align with district standards.
4. A maximum dollar amount permitted to be raised by crowdfunding.
5. A listing of items that may and may not be obtained through crowdfunding.

Where crowdfunding resources are in the form of funds, such funds shall be sent to the district's Business Manager, who shall ensure the appropriate accounting and holding of such funds until they are used for their stated purpose.

Where crowdfunding resources are in the form of the requested items, all items must be delivered directly to the principal of the building in which they will be used.

For every crowdfunding campaign, individuals and eligible organizations shall be required to report the following to the individual approving crowdfunding requests: how the resources were used in the school, classroom, program, and/or activity to be benefitted and how the students and the district benefitted.

All crowdfunding campaigns involving classroom materials, projects or resources must be consistent with district-approved curriculum.

The Business Manager shall be promptly notified of any unused funds.

The building principal shall maintain control and discretion over unused items or items that can be used after the conclusion of the project for which the items were sought.

Prohibitions

Crowdfunding campaigns may not:

1. Include pictures or personally identifying information of district students in the crowdfunding post, or on the posting individual's home or biography page on the crowdfunding site, without proper consent.[\[6\]](#)[\[7\]](#)[\[9\]](#)[\[10\]](#)[\[11\]](#)
2. Be used for the personal gain of any individual.
3. Request food items that do not meet the Smart Snacks standards of the USDA regulations for school nutrition.[\[12\]](#)[\[13\]](#)
4. Contain language that suggests, infers or states that:
 - a. The resources sought are required for, or otherwise integral to, a student's special education program, necessary for a student to achieve his/her Individualized Education Program (IEP)

goals, or essential to ensure participation of a student or students with disabilities in school or any program offered by the district.[14][15]

b. The school does not have enough resources.

Individuals may not keep resources for personal use.

Individuals who are not employees of the district or authorized as part of an eligible organization may not engage in crowdfunding on behalf of the district.

Legal References

1. Pol. 229
2. Pol. 702
3. Pol. 122
4. Pol. 123
5. Pol. 150
6. Pol. 113.4
7. Pol. 216
8. Pol. 324
9. 20 U.S.C. 1232g
10. 22 PA Code 15.9
11. 34 CFR 99.3
12. 7 CFR 210.11
13. Pol. 246
14. Pol. 103.1
15. Pol. 113
- 24 P.S. 216
- 24 P.S. 1603-C
- 34 CFR Part 99
- 7 CFR Part 210