

SECTION: PROPERTY

TITLE: CROWDFUNDING

ADOPTED: March 23, 2020

REVISED:

EPHRATA AREA SCHOOL DISTRICT

702.1. CROWDFUNDING	
1. Purpose	The purpose of this policy is to effectively regulate and establish parameters for use of crowdfunding campaigns for district purposes, on behalf of the district, of for the purpose of supplementing district campaigns.
2. Definitions	<p>Campaign – For the purpose of this policy, is a fundraising effort designed to raise funds to meet an advertised goal or need.</p> <p>Crowdfunding – For the purpose of this policy, is the practice of funding a project or venture by raising monetary contributions or credits, typically via the Internet, for a particular purpose or cause.</p> <p>Eligible organizations – For purposes of this policy, include any school-sponsored student organization that has been formally recognized/approved by the Board of School Directors and granted permission to engage in crowdfunding on behalf of the district, subject to the requirements of this policy.</p>
3. Guidelines	<p>1. Prohibition on unapproved crowdfunding on behalf of the district.</p> <p>District employees, including coaches and activity sponsors, may not engage in crowdfunding campaigns related to their roles or duties as a district employee or otherwise benefiting the district, including district programs, initiatives, mission, students, or staff without submitting on approved form and receiving authorization from a designated administrator.</p> <p>Approved crowdfunding campaigns must operate in compliance with all laws and all other School Board policies and administrative guidelines.</p> <p>Only employees and/or eligible organizations with written approval from the district pursuant to this policy are permitted to utilize crowdfunding campaigns for district purposes or programs. Groups, clubs, and/or organizations that have not been granted formal recognition/approval may not be granted permission to engage in crowdfunding campaigns on behalf of the district.</p> <p>Employees and/or eligible organizations that have not obtained written approval pursuant to this policy may not solicit funds or items on behalf of the district on a crowdfunding website; give the appearance of soliciting funds or items on behalf of the district on a crowdfunding website; use the district’s name, logo,</p>
Pol. 229, 702	

mascot, or other identifying information in a crowdfunding post; or link to or reference any of the district's websites, social media sites, or other site, platform or account associated with the district.

Absent written approval by the district of a crowdfunding project pursuant to this policy, employees are prohibited from identifying on a crowdfunding site that they are an employee of the district, if such identification may lead a reasonable reader to infer from the crowdfunding post that the funds designated will be utilized by or within the district or for a district program. Employees may not utilize their district email address for any crowdfunding campaigns, unless the campaign has been approved by the district.

2. Procedures

Employees and eligible organizations wishing to utilize crowdfunding for district purposes or programs must submit the required form and receive permission for doing so, consistent with the requirements of this policy, to building administration. Written permission on the completed form must be received before proceeding with any crowdfunding efforts.

It shall be the responsibility of the Superintendent or designee, as applicable, to approve all crowdfunding requests.

An employee/eligible organization must submit a written request for approval of a crowdfunding project. The written request for approval must be provided directly to building administration, as applicable, and must contain the following:

- The name, job title, school, and email address of the requester, or if the applicant is an eligible organization, the names of and contact information for two (2) members of the eligible organization who shall be responsible for overseeing the crowdfunding campaign;
- The crowdfunding website or physical location (site) to be used;
- The items being requested and/or the amount of funds targeted to be raised;
- The classroom, program, and/or activity to be benefited;
- The exact language that will be included in the post/advertising for the crowdfunding campaign;
- The start and projected end dates of the post/advertising; and

- Attach a sample of the advertising that will be used.

Crowdfunding requests shall not be approved unless they meet the following conditions:

- Crowdfunding campaigns must meet the requirements set forth in this policy, including obtaining written approval and posting on a district-approved crowdfunding site;
- Where crowdfunding proceeds are in the form of fund, such funds must be sent to building administration, as applicable, who shall ensure the appropriate accounting and holding of such funds until they are used for their stated purpose;
- All crowdfunding campaigns involving classroom materials, projects or resources may be consistent with the district-approved curriculum;
- All crowdfunding campaigns, include the solicitation of donations, online posting, selection of items, and/or use of funds must be consistent with all applicable laws and Board policies; and

All crowdfunding campaigns must have specific, pre-determined beginning and ending dates.

Crowdfunding projects MAY NOT:

- Disparage the district or any of its building, programs, students, or employees or paint the district or any of its employees, students, or program in a negative light;
- Be used for personal gain of any individual other than the district-related benefits associated with the campaign's purpose;
- Result in funds and/or items being provided/delivered directly to the individual who requested the funds;
- Solicit funds for items or projects that are religious or political in nature or that have a religious or political purpose;
- Violate Title IX or any other applicable state or federal law;
- Be contingent on additional district spending or require "matching" funds from the district or another organization; or

<p>Pol. 122, 123, 150</p> <p>4. Delegation of Responsibility</p>	<p>Items obtained through crowdfunding must fulfill the purpose of the approved crowdfunding campaign.</p> <p>The Business Manager shall be promptly notified of any unused funds and determine the appropriate way to expend or return the unused funds.</p> <p>It shall be the responsibility of the individual whose crowdfunding campaign is approved by building administration, as applicable, to ensure that all applicable laws and rules, including rules and requirements established by the crowdfunding site, are followed.</p> <p>All items/materials obtained through district-approved crowdfunding are the property of the district. While preference shall be given for the items/materials to be used and maintained by the employee who originally obtained them through crowdfunding (where applicable), the district reserves the right to transfer such items/materials to another classroom and/or teacher where necessary.</p> <p>The Superintendent or designee shall ensure that procedures and guidelines are in place to monitor all crowdfunding requests. The Superintendent or designee shall disseminate and explain information to building administration. Building administration will be responsible for forwarding all information to his/her staff and eligible organizations.</p> <p>References:</p> <p>School Code - Pol. 113, 122, 123, 150, 216, 229, 246, 324, 702</p> <p>No Child Left Behind Act - 20 U.S.C. 1232g</p> <p>State Board of Education Regulations - 22 PA Code 15.9</p> <p>Code of Federal Regulations - 7 CFR 210.11, 34 CFR 99.3</p> <p>24 P.S. 216, 1603-C</p>
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