

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

The Shelton Board of Education may support online fundraising campaigns, including crowdfunding campaigns, which may further the interests of the District. Any school-related group(s) 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. Funds/goods/resources 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 funds/goods/resources from a large number of people via the Internet. Crowdfunding is considered a form of fundraising.

School-related group(s), 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 building administration.

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. 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 school-related group(s) 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.

The school-related group is responsible for compliance with all state and federal laws and any associated costs or 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.

School-related groups 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 District. 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 school-related groups' posting any such fundraising solicitation.
2. School-related groups may only use crowdfunding services that send the funds/goods/resources solicited by the school-related group directly to the requesting school.
3. School-related group(s) must verify under the crowdfunding services' terms and conditions that they meets all requirements for such solicitation.
4. School-related groups 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. School-related groups whose proposal is approved by the crowdfunding service agree to use the donated materials solely as stated in the school-related groups' proposal.
6. A list of on-line pre-approved fundraising platforms is attached to this policy in the Administrative Regulations. Crowdfunding sources that require an "achieved goal only" will not be engaged. If a school-related group chooses a fundraising platform that is not on the approved list the school-related group will assume the cost of legal review of that particular fundraising platform.
7. Unless otherwise approved by the Superintendent or his/her designee in writing, all funds/goods/resources received through any online solicitation shall become the property of the District and not of the school-related group who solicited the item(s) or funds.
8. To the extent a school-related group solicits any technology or software; the building administration shall secure the prior written approval of the Director of Technology or his/her designee prior to any such solicitation.

9. The Board reserves the right to deny approval of solicitation of any crowdfunding request or to refuse acceptance of any funds/goods/resources awarded or donated. In the event the proposal is rejected by the district all funds/goods/resources will be returned to the donors.

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

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

(cf. 3281 – School Fundraisers)