

COMMUNITY RELATIONS:
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB
(REGULATION)

FREE MATERIALS
FROM OUTSIDE
ORGANIZATIONS

Free materials (books, pamphlets, charts, maps, calendars, films, slides, exhibits, and the like) may be accepted for use in the schools provided:

1. They contribute positively and effectively to the promotion, without distortion, of the educational program approved by the District.
2. The name of the donating firm appears, but not with such emphasis or repetition as to subordinate the educational content.
3. The content is sound, significant, timely, well-balanced, accurate, nonsectarian, nonpolitical, and noncontroversial.
4. The primary purpose of the literature is not promotion or sales.

See GKDA (REGULATION) for information related to the distribution of flyers and other printed materials for noncurriculum-related purposes.

POLITICAL/
SECTARIAN GROUPS

School facilities shall not be used to advertise, promote, sell tickets, or collect funds for any organization or program defined as political or sectarian in nature, without prior approval of the Superintendent or designee.

COMMERCIAL
ADVERTISING

Commercial advertising shall be prohibited in District schools unless approved by the Assistant Superintendent for Administrative Services, with the exception of officially approved book covers, school calendars, and/or advertising in school publications.

PUBLIC ADDRESS
ANNOUNCEMENTS

Announcements over a school's public address system will be restricted to announcements related to school/curriculum-related activities or meetings.

REQUESTS FOR
FUNDRAISING
ACTIVITIES

A parent or community organization desiring to conduct a fundraising activity must submit to the campus principal or designee a request containing the following information [see GE (REG) (EXHIBIT A)]:

Each request for approval of a fundraising activity must be made separately.

The campus principal at each school will establish limitations on the number of major fundraising activities sponsored or conducted by parent or community organizations per year.

SALE OF
MERCHANDISE IN
DISTRICT FACILITIES

In order to minimize the disruption caused by the sale of merchandise in District facilities, the following procedures have been established:

SALE OF SCHOOL-
RELATED ITEMS

1. Subject to the approval of the principal or department administrator, school employees, booster club members, and support groups may be permitted to display and accept orders for items, products, services, food, etc., during noninstructional time when associated with school-related fundraising activities that do not involve personal profit.
2. Displays, ordering forms, or brochures are permitted only in lounges or in designated areas. No merchandise, items, products, or order forms may be placed in employee or department mailboxes.

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3. Merchandise ordered may be delivered only during noninstructional time.
4. A fundraising activity may not extend beyond two weeks (ten work days).
5. Subject to the approval of the department administrator, students may be permitted to sell fundraising items in noncampus facilities before or after normal hours of work.

See Board policy GKB (LOCAL) regarding collection of funds for any organization defined as political or sectarian in nature.

SALE OF
NONSCHOOL-
RELATED ITEMS

Commercial advertisements or sales for personal profit or for nonschool-related activities are prohibited.

WITHDRAWAL OF
APPROVAL

The principal or department administrator may withdraw approval of school-related fundraising activities at any time for violation of established guidelines or disruption of the educational environment.