

431 CROWDFUNDING/EMPLOYEE FUNDRAISING FOR SCHOOL PURPOSES

I. PURPOSE

Pillager Public Schools recognizes the desired enhancements to educational programming have always and will always exceed school resources, school employees may at times choose to seek private funds for school improvements. One modern manifestation of this is commonly referred to as “crowdfunding,” or the placement of needs on various websites in order to secure donations to meet those needs. Popular sites of this sort include GoFundMe, Donors Choose, SnapRaise, Indiegogo and Kickstarter, etc. Such fundraising methods are permissible within the Pillager Public School District and the Board commends school employees for their efforts to secure outside funding to better serve the needs of their students.

II. GENERAL STATEMENT OF POLICY

Nevertheless, certain issues have arisen in relation to crowdfunding in other parts of the country and it is the intent of the Board to address those issues through this policy. Specifically, District employees wishing to secure crowdfunding should keep the following requirement/considerations in mind:

- A. All crowdfunding campaigns must support educational and instructional-based initiatives.
- B. Such funding requests should occur only with the pre-approval of their building principal and superintendent using the Employee Fundraising form. Any person failing to secure such approval will not be permitted to use the name, logos, or mascot of the Pillager Public School District and may be subject to disciplinary action.
- C. Immediately upon completion of the crowdfunding campaign, the total amount of funds raised must be reported to the District Business Office. All monies or items secured through crowdfunding will become the property of the Pillager Public School District. Teachers/employees who seek crowdfunding should be explicit about the ownership of such items so that donors understand this point for tax and other purposes. All such funds must be accounted for through the District Business Office. If the crowdfunding site requires that it collect the dollars, purchase the described items, and send them to the teacher/employee, then a simple record of the acquisition should be sent to the building principal and District Business Office.
- D. It is the intention of the District to ensure that in most cases, the items purchased through such fundraising endeavors remain with the teacher/employee, unless the teacher/employee leaves the district or the program for which the items were purchased, in which case the building administrator will seek input from the teacher/employee responsible for raising the funds as to the subsequent placement of the items within the district. Exceptions to this policy may be made in the discretion of the school district.
- E. When making requests for crowdfunding support, teachers/employees must comply with student privacy and other requirements set out in the Family Education Rights and Privacy

Act (FERPA). Thus, student images, names, and descriptions which would cause students to be identifiable or would allow logical deductions about disabilities or other private student data must not be used on such websites or elsewhere, unless written, parental permission is secured in advance.

- F. Crowdfunding requests should not request funds for purposes the District is already legally required to meet or items that would be purchased by the district. (Thus, for example, if a student requires a particular intervention to meet an IEP goal, the District must provide such and it would not be appropriate to seek private donations for such.)

Legal References: Family Educational Rights and Privacy Act
Individual with Disability Education Act



PILLAGER PUBLIC SCHOOLS – ISD#116

323 E. 2nd Street South, Pillager, MN 56473

www.isd116.org

EMPLOYEE FUNDRAISING FORM

Date: _____

Employee: _____ School Building: _____

Fundraising Goal: \$ _____ Site Used: _____

Reason/Description of Plan for Use of Money: Please attach separate page if necessary.

Budget (how will proceeds be spent) – Please attach separate page if necessary,

If goal is exceeded – where will proceeds be allocated:

If goal is not reached – where will proceeds be allocated:

Campaign Start Date: _____

Campaign End Date: _____

Employee Signature

Date

Principal Signature

Date

Superintendent Signature

Date

Final application must be submitted to the Business Office. Total amount of funds raised must be reported to Business Office on Campaign End Date. All funds must be accounted for through the Business Office.