LENAPE TECHNICAL SCHOOL

SECTION: PROPERTY

TITLE: CROWDFUNDING

ADOPTED: June 20, 2019

REVISED:

	702.1 CROWDFUNDING
1. Purpose	The Joint Operating Committee recognizes that crowdfunding has become an increasingly popular method by which schools can procure funding for specific projects and/or programs.
2. Authority	The Joint Operating Committee permits school employees and eligible organizations to maximize opportunities to obtain resources for the benefit of students and the school; however, unregulated use of crowdfunding on behalf of the school can expose the school, the employee, and an organization to significant potential legal liability. The Joint Operating Committee adopts this policy to effectively mitigate risks and establish parameters for the use of crowdfunding on behalf of the school. Organizations not granted formal recognition by the Joint Operating Committee as an eligible organization shall not engage in crowdfunding on behalf of the school.
3. Definitions	**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 school makes using its own website or social media platforms. **Eligible organizations** shall mean school-sponsored student organizations that have been formally recognized by the Joint Operating Committee and may be granted permission to utilize crowdfunding upon proper application and subsequent approval. A **crowdfunding campaign** shall mean an approved crowdfunding request that has been set up and is actively soliciting and accepting donations. A **crowdfunding request** shall mean the form and related information submitted by an individual who, are eligible organization that, seeks permission to engage in a crowdfunding campaign. A **crowdfunding site**, for the purposes of this policy, shall mean one that has been approved by the Joint Operating Committee or designated administrator. **Individual,** for purposes of this policy, shall mean a school employee or student. **Resources** include donated funds, items purchased with donated funds, and, when the crowdfunding site directly provides the items, the items themselves.

4. Delegation of Responsibility	The Administrative Director shall approve crowdfunding sites for use by individuals and eligible organizations based on the criteria outlined in this policy. The Administrative Director shall maintain a list of approved crowdfunding sites and update the list as needed. It shall be the responsibility of the Administrative Director to approve all crowdfunding requests totaling $4,999 or less. When the crowdfunding request is more than $5,000, Joint Operating Committee approval shall be required. If the crowdfunding request is approved, the requester shall be responsible for: 1. Preparing all materials and information related to the crowdfunding campaign. 2. Keeping administrators apprised of the status of the campaign. 3. Following all applicable laws, Joint Operating Committee policies, and administrative regulations, including the requirements, policies and/or regulations established by the crowdfunding site.
5. Guidelines	The school reserves the right to withhold approval of any crowdfunding request or terminate a pre-approval for a crowdfunding campaign for any reason. The school 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. All resources obtained through crowdfunding campaigns are the property of the school. 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 school reserves the right to transfer such resources to another classroom, program and/or individual, as necessary. www.cou <u>Approval of Crowdfunding Sites</u> When evaluating crowdfunding sites to be approved for use by individuals or eligible organizations, the Administrative Director 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. The 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 school go directly to the program listed in the crowdfunding request, not the individual who, or the eligible organization that, submitted the crowdfunding request.
5. Sites designated 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 Administrative Director for approval at least thirty (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. The crowdfunding request does not conflict with other school fundraising efforts.
2. The school does not already have the requested resources.
3. The school 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 Joint Operating Committee policies and administrative regulations.
5. The school, staff and/or students are not portrayed in a negative light.

6. The crowdfunding request is compatible with the school's educational program, mission, vision, shared values, curriculum, and school initiatives.

Use of Crowdfunding

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

1. School expectations, Joint Operating Committee policies and administrative regulations for the protection of private information.
2. Recommended external messaging or logo/branding guidelines that align with school standards.
3. 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 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 administrator 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 school benefitted.

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

The Administrative Director shall be promptly notified of any unused funds.

The building administrator shall maintain control and discretion over unused 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 students in the crowdfunding post, or on the posting individual's home or biography page on the crowdfunding site, without proper consent.
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.
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 school. b. The school does not have enough resources. Individuals may not keep resources for personal use. Individuals who are not employees of the school or authorized as part of an eligible organization may not engage in crowdfunding on behalf of the school.