

Solicitations

All donations solicited on behalf of the District, including solicitations in the name of the District or a campus, or donations solicited using District or campus resources, become the sole property of the District.

Student Information

When soliciting donations on behalf of the District or in order to fulfill job duties, an employee may not include or make reference to the name, image, or other personally identifiable information of a student without written parental consent. [See FL]

Technology
Equipment

An employee shall obtain approval from the CTO before soliciting a donation of technology equipment.

**Web-Based
Solicitations
(Crowdfunding)**

An employee may solicit web-based donations (“crowdfunding”) of money or items on behalf of the District for use by the employee in fulfilling his or her duties within the scope of employment or for the District’s use in accordance with law and the following procedures.

The District reserves the right to review the content of a web-based campaign created by an employee to ensure that the campaign goals and content are in line with the District’s policies and educational program.

**Prior Approval
Required**

If web-based solicitation will include the name or images of the District, a District campus, or any student, the employee must obtain prior approval from the CFO by submitting a request via the District-approved fundraiser software system. The request must include the exact language of the proposed online solicitation, as well as any associated graphics that the employee intends to use in the campaign. Unless granted prior approval, an employee will not include the name or images of the District, campuses, or any students in the solicitation. If a student name or image is used, all applicable privacy laws must be followed.

The CFO will review the proposed campaign to ensure that the campaign goals and content are compatible with the District’s policies and educational program, which may include the goals and objectives of the District and/or campus improvement plan, and that the employee complies with District requirements.

*Employee
Responsibilities*

An employee who solicits web-based donations in the name of the District or a campus or on behalf of the District must comply with the following requirements:

- Obtain parental consent prior to use of a student’s name, image, or likeness, if the employee has been granted permission by the District to use such information in the campaign;
- Obtain permissions for use of any material subject to copyright [See CY];

OTHER REVENUES
GIFTS AND SOLICITATIONS

CDC
(REGULATION)

- Structure the crowdfunding activity so that any donated funds are deposited into a District account rather than the employee's personal account;
- Agree to use the donations as stated in the campaign;
- Limit solicitations to educational purposes only rather than seeking donations that personally or directly benefit students or employees;
- Set clear beginning and ending dates for the campaign within the same school year;
- Return any donations to the donors if for any reason a campaign cannot be concluded (such as when the campaign is not fully funded within the time period required by the website);
- In regard to donated items:
 - Deliver items to the campus principal or appropriate administrator at the location where the items will be used;
 - Ensure that items are consistent with the District's educational program, the District-approved curriculum, and Board policy;
 - Obtain approval from the chief technology officer or designee prior to any solicitation for technology equipment;
 - Ensure items are safeguarded at time of delivery;
- Use District-approved websites to solicit donations and promote the campaign;
- Ensure donors are notified of any service fees to be deducted from their online donations;
- Satisfy other requirements of websites used in the campaign; and
- Upon completion of the campaign, report donations received to the finance department.