

SCHOOL DISTRICT ~~PROMOTION AND PUBLIC RELATIONS~~ MARKETING

The Superintendent is authorized to use funds derived from auxiliary enterprises and undesignated gifts for the purpose of promotion of the school district, public relations, and support of community organizations that engage in activities supporting student achievement, provided the purpose will directly benefit or be in the best interest of the school district. Such expenditures shall be limited to the amount established in the budget approved by the school board for this purpose. Promotions and public relations activities may include, but are not limited to, activities involving graduation, visiting committees, orientations and work conferences, recruitment of employees, community organization meetings and receptions, guest speakers, accreditation studies, and other developmental activities, awards, or other types of recognition for meritorious performance. The Superintendent shall establish procedures for the expenditure of these funds to ensure that the funds are used in a fair and effective manner.

For the purpose of this policy, auxiliary enterprise funds shall include funds received from self-supporting activities not required for the operation of a K-12 school district, e.g., extended day programs, use of the copy center by other public agencies, etc. Auxiliary enterprise funds shall not include any funds derived from school-based ~~fund-raising~~ **fund-raising** activities.

## Legal Authority:

Section 1001.41(2), 1001.42(22), Florida Statutes

## Laws Implemented:

Sections 1001.43(2), 1010.08, Florida Statutes  
State Board of Education Rule 6A-1.0143

## History:

(Adopted -- July 25, 2006)  
(**Revised – November 18, 2025**)  
(Effective -- ~~July 25, 2006~~, ~~xx-xx-xxxx~~)