

## **Caprock Academy Fundraising Procedures & Expectations 2026–2027 School Year**

Fundraising at Caprock Academy supports the growth and success of our programs while reinforcing our school's mission and values. Each effort should be guided by a clear goal and conducted with integrity, responsibility, and respect for our community. Through fundraising, students gain valuable life skills in leadership, financial awareness, and accountability.

### **Fundraising at Caprock Academy**

Athletic teams, parent groups, travel programs, clubs, and student activities may conduct fundraisers throughout the school year without annual limits and are responsible for organizing, coordinating, and managing their own fundraising efforts.

Prior to launching a fundraiser, groups are required to submit the [2026-2027 Fundraising Request Form](#) at least two weeks in advance of the proposed fundraiser date. If necessary, groups will meet with the Head of School and the Executive Assistant to the Head of School to review and discuss the fundraising plan.

### **Facility Use & Scheduling**

Any fundraiser that requires the use of Caprock Academy facilities, including gym use, classrooms or other campus space, after-hours access, custodial or setup support, or equipment and technology support, must be coordinated in advance.

Approval will be based on facility availability, appropriate supervision, and overall operational feasibility. All on campus fundraisers will be added to the master calendar.

A [Facility Use Request Form](#) must be submitted for any event requiring campus space or other facility needs.

### **Promotion and Communication**

Fundraising groups are responsible for creating their own promotional materials. All materials should include accurate event details, contact information, and the name of the fundraising group. The Director of Communications is available to assist with formatting when needed. Materials should not be distributed until approval has been confirmed.

### **Caprock Academy Branding and Use of Logos**

Any fundraiser that uses or displays the Caprock Academy name, logo, or branded elements must receive prior approval from the Director of Communications. This applies to all promotional materials and items for sale, including flyers, posters, apparel, spirit items, and merchandise.

Official logos must be obtained from the Director of Communications and may not be copied from other sources or reused without approval. The Director of Communications will ensure proper sizing, colors, and formatting to maintain brand integrity.

Materials or merchandise produced without approval may be required to be revised or discontinued at the expense of the fundraising group.

### **Master Calendar Requirement**

All fundraisers, whether on-campus or off-campus, must be added to the school master calendar. Calendar entry ensures visibility, conflict awareness, and coordinated communication across the school community. Adding an event to the master calendar does not replace facility coordination when campus space is required.

After permission has been granted by the Head of School, groups must email the fundraising details to [communications@caprockacademy.org](mailto:communications@caprockacademy.org). The email must include the fundraiser name, sponsoring group, date, time, and location so the event can be added to the master calendar.

### **First Right of Refusal**

Groups that consistently operate the same fundraiser year after year retain first right of refusal for that fundraiser. If a group chooses not to operate its established fundraiser in a given year, another group may request the opportunity. This structure is intended to protect established traditions and help prevent internal competition. A 2026–2027 Fundraising Request Form is still required and must be submitted, even for groups with established fundraisers listed below.

#### **Fundraisers with First Right of Refusal**

- Fall Jean Day, Italy Trip
- Spring Jean Day, Washington DC Trip
- Otter Pop Sales, High School Soccer
- Community Discount Cards, Booster Club
- Scholastic Book Fairs, Read Team
- Turkey Feather Fundraiser, Music Department
- Penny Wars, PTO
- Angelo's Pottery Night, PTO
- Pumpkin Ball, Read Team

### **Concessions**

Groups may conduct fundraising by selling concession items at the concession stand during on-campus events and must coordinate scheduling directly with the Athletics and Activities Department.

Italy retains first right of refusal for all high school home game concessions. Washington DC retains first right of refusal for all middle school home game concessions. If either group is unable to operate concessions for a scheduled athletic event, other groups may be given the opportunity on a case-by-case basis. Coordination will occur through the Athletics and Activities Department.

### **Dress Code Buy-Out Fundraisers**

Only two dress code buy-out fundraisers are permitted each school year, one per semester. Jean Day is the only approved fundraiser that allows students and staff to pay to wear jeans in place of standard dress code attire. No other dress code buy-out fundraisers or dress code variations for fundraising purposes will be permitted.

Italy Trip retains first right of refusal for one fall Jean Day. Washington DC Trip retains first right of refusal for one spring Jean Day. If either group declines its assigned Jean Day, another group may request the opportunity.

All Jean Days must be scheduled through the master calendar.

### **Fundraising Promotion**

Groups wishing to promote a fundraiser in the Communique, on the school website, or through official Caprock Academy social media channels must contact the Director of Communications at least two weeks prior to the desired publication date. A communication template will be provided upon request to ensure consistency and alignment with school messaging.

Exclusive fundraising promotion emails to the Caprock Academy community will only be permitted for large-scale, high-volume fundraisers and must receive approval prior to distribution.

## **Fundraising Payments**

Each group is responsible for collecting its own payments and submitting all funds directly to the Director of Finance in accordance with established financial procedures. Only two forms of payment may be accepted for any Caprock Academy fundraiser: cash and check. All checks must be made payable to Caprock Academy.

If your fundraiser involves a company that processes online sales and sends the proceeds directly to the school on behalf of your group, you must notify the Director of Finance in advance. Please provide the name of the individual or business issuing the check, the estimated amount, and the anticipated date it will be received.

Caprock Academy does not accept Apple Pay, Google Pay, Zelle, Venmo, or any other electronic payment methods for fundraising purposes.

The front office will not be relied upon for fundraising efforts and will not facilitate sales, fulfill orders, distribute merchandise, or collect payments on behalf of any group. Fundraiser sales may not be conducted during the school day, including during classroom instruction. Sales are permitted before school, during lunch, or after school, on school days.

## **Contacts**

For questions related to fundraising, facility use, scheduling, or promotion, please contact the appropriate department below:

- Head of School and Executive Assistant to the Head of School: Fundraising oversight and approval
- Director of Communications: Master calendar scheduling, communicate, website, social media promotion, and communication guidance
- Athletics and Activities Department: Concession scheduling and athletic event coordination
- Director of Finance: Deposit procedures, fund submission, and cash box requests
- Facility Use Requests including gyms, stage, classrooms, south field availability, etc.: Submit requests via the [Facility Use Request Form](#)

Groups are encouraged to communicate early to ensure smooth coordination and support.