



CROWDFUNDING (ONLINE) FUNDRAISING PROCEDURE (ISA-P006)

Clarksville-Montgomery County School System

1.0 SCOPE:

- 1.1 This procedure outlines the process for on-line fundraising.

The online version of this procedure is official. Therefore, all printed versions of this document are unofficial copies.

2.0 RESPONSIBILITY:

- 2.1 **Teacher/site-based staff**

3.0 APPROVAL AUTHORITY:

- 3.1 **Chief Financial Officer**
- 3.2 **Principal**

4.0 DEFINITIONS:

- 4.1 Crowdfunding fundraiser – fundraisers where funds are raised by amounts of money from a large number of people, typically via the internet.

5.0 PROCEDURE:

- 5.1 Before teachers/site-based staff request authorization for a project in an online fundraising site, the teacher/site-based staff must ensure that all local district opportunities for support of the proposed project have been investigated to include, but not limited to site-based funding, activity accounts, fundraising as the school entity or through a school support organization, the Teacher Warehouse, Grant funding (i.e. Education Foundation), or School Board funded accounts (through the Chief Financial Officer).
- 5.2 Employees utilizing sites like ClassWallet.com, DonorsChoose.org, or any other crowdfunding source companies should first seek principal approval before posting requests on these sites. Then, the principal would begin the fundraising request/approval process by agreeing to the scope of the fundraising and submitting the fundraising request form ([ISA-F008](#)) to the Chief Financial Officer for final approval. All requests must meet the district requirements.
- 5.3 Requirements regarding crowdfunding fundraisers:
 - 5.3.1 These types of fundraisers are passive because no instructional time is used, so there are no limits as to how many may be held per school.
 - 5.3.2 Items received or even a gift card received due to an unsuccessful goal attainment are the property of the school/district and not the employee. When the goal is not attained, the teacher should request a check in the name of the school and inform the bookkeeper so they are aware a check is forthcoming.
 - 5.3.3 The online fundraising vendor selected must be able to provide administrative reports at both the school level and district level showing who is donating the funds/items, the donation amount or value of the donation if not monetary, and what the employee is purchasing with these funds according to the project.



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- 5.3.4 Any items requested should be in compliance with the current strategic work plan.
- 5.3.5 Pictures of students, classrooms, etc. should not be posted on these sites, nor should your project reference anything regarding the school's demographics.
- 5.4 Non-school sponsored fundraisers initiated independently by employees acting in a personal capacity.
 - 5.4.1 Employees must communicate that the funds are not solicited by the district/school.
 - 5.4.2 A disclaimer must be on all online and printed communications stating that the fundraiser is not an official district/school fundraiser or connected with a school support organization's efforts.
 - 5.4.3 The final amount given by the employees to the school or items purchased for school/district use will be recorded as a donation to the district made by the employee and will become school/district property.

6.0 ASSOCIATED DOCUMENTS:

- 6.1 [ISA-P003](#) Receiving and Accounting for Funds within Classroom
- 6.2 [ISA-P004](#) Accounting for Funds Received at the School Office
- 6.3 [ISA-F008](#) Fundraiser Authorization
- 6.4 [INV-A001](#) Inventories
- 6.5 [ISA-A002](#) Fundraising Policy
- 6.6 [HUM-A069](#) Conflict of Interest Policy

7.0 RECORD RETENTION TABLE:

<u>Identification</u>	<u>Storage</u>	<u>Retention</u>	<u>Disposition</u>	<u>Protection</u>
Fundraiser Authorization	Bookkeeper Files	5 yrs.	Shred	Secure Building

8.0 REVISION HISTORY:

<u>Date:</u>	<u>Rev.</u>	<u>Description of Revision:</u>
6/9/16		Initial Release
7/13/16	A	Added 5.4.3



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8/19/16	B	Removed 5.1, added 5.3 and 5.4.
8/21/2020	C	Added 5.3.5 and other minor updates

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