

Book	Policy Manual
Section	700 Property
Title	Crowdfunding
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Legal	1. Pol. 229 2. Pol. 702 3. Pol. 122 4. Pol. 113.3 5. Pol. 216 6. Pol. 324 7. 20 U.S.C. 1232g 8. 34 CFR 99.3 9. 7 CFR 210.11 10. Pol. 246 11. Pol. 103.1 12. Pol. 113 24 P.S. 216 34 CFR Part 99 7 CFR Part 210
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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.

Authority

~~–IMPORTANT NOTE: There is language preceded by brackets in the Authority section. The first option states the CTC shall allow crowdfunding, but it shall be managed under this policy. **The second option prohibits all crowdfunding to benefit the schools.** If this option is chosen, all following policy language is unnecessary and should be deleted or struck. Please determine which option is in accordance with CTC practice or wishes. **Please place an X in the appropriate brackets to indicate the desired option.** (If the second paragraph below is chosen, disregard remainder of the policy)~~

~~{ } 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.~~

{ X } The Joint Operating Committee prohibits the use of crowdfunding by school employees or organizations on behalf of the school.

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.~~

~~IMPORTANT NOTE: There is language preceded by brackets in the Definitions section. This is where the CTC may indicate which organizations are permitted to crowdfund on behalf of the schools. Please determine which option(s) are in accordance with CTC practice or wishes. Please place an X in the appropriate brackets to indicate the desired option(s). PSBA recommends selecting the options preceded by asterisks, but this is a local decision.~~

~~Eligible organizations shall mean~~

~~*{ } booster groups~~

~~*{ } parent organizations~~

~~*{ } school-sponsored student organizations [1]~~

~~{ } educational foundations~~

~~{ } Other _____~~

~~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, or 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.~~

~~Resources include donated funds, items purchased with donated funds, and, when the crowdfunding site directly provides the items, the items themselves.~~

Delegation of Responsibility

~~IMPORTANT NOTE: There is language preceded by brackets in the Delegation of Responsibility section. This is where the CTC assigns administrative duties to the appropriate administrators to ensure proper oversight of crowdfunding. Please determine which option(s) are in accordance with CTC practice or wishes. Please place an X in the appropriate brackets to indicate the desired option(s). PSBA recommends selecting the options preceded by asterisks, but this is a local decision.~~

~~The~~

~~*{ } Joint Operating Committee~~

~~{ } Director~~

~~{ } Business Manager~~

~~shall approve crowdfunding sites for use by individuals and eligible organizations based on the criteria outlined in this policy.~~

~~The~~

~~{ } Business Manager~~

~~*{ } Director~~

~~{ } Other _____~~

~~shall maintain a list of approved crowdfunding sites and update the list as needed.~~

~~IMPORTANT NOTE: There is language preceded by brackets in the Delegation of Responsibility section. This language ensures proper approval of crowdfunding. Please determine which option(s) are in accordance with CTC practice or wishes. Please fill in dollar amounts AND place an X in the appropriate brackets to indicate the desired option(s). PSBA recommends selecting the options preceded by asterisks, but this is a local decision.~~

~~It shall be the responsibility of the~~

~~*{ } Joint Operating Committee to approve all crowdfunding requests.~~

~~{ } Director~~

~~{ } Business Manager~~

~~to approve all crowdfunding requests totaling \$ _____ or less. When the crowdfunding request is more than \$ _____, 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.~~

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.[2]~~

~~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.[3]~~

Approval of Crowdfunding Sites

~~IMPORTANT NOTE: There is language preceded by brackets in the Approval of Crowdfunding Sites section. This language ensures proper approval of crowdfunding. Please determine which option(s) are in accordance with CTC practice or wishes. Please place an X in the appropriate brackets to indicate the desired option(s). PSBA recommends selecting the options preceded by asterisks, but it is important that this section matches that made in the first paragraph of the Delegation of Responsibility section.~~

~~When evaluating crowdfunding sites to be approved for use by individuals or eligible organizations, the~~

~~*{ } Joint Operating Committee~~

~~{ } Director~~

~~{ } Business Manager~~

~~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. 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 designed for crowdfunding by schools and/or educators shall be given preference, as long as they otherwise meet the requirements of this section.~~
- ~~6. { } Other _____.~~

~~All crowdfunding campaigns shall utilize one (1) of the approved crowdfunding sites.~~

~~Approval of the Crowdfunding Request~~

~~-IMPORTANT NOTE: There is language preceded by brackets in the Approval of Crowdfunding Request section. This language ensures proper approval of crowdfunding. Please determine which option(s) are in accordance with CTC practice or wishes. **Please place an X in the appropriate brackets to indicate the desired option(s).**~~

~~PSBA recommends selecting the options preceded by asterisks, but it is important that this section matches that made in the third paragraph of the Delegation of Responsibility section. If a time frame is chosen, PSBA recommends it is set at no less than 30 days so that it can be included on the JOC agenda.~~

~~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~~

~~*{ } Joint Operating Committee~~

~~{ } Director~~

~~{ } Business Manager~~

~~for approval at least _____ 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.~~
- ~~9. { } Other _____.~~

~~The individual(s) reviewing the crowdfunding request shall ensure that:[1][2]~~

- ~~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

~~–IMPORTANT NOTE: There is language preceded by brackets in the Use of Crowdfunding section. It should be determined if any of these options are in accordance with CTC practice or wishes. If any of the language is desired, please be sure to place an X in the brackets to indicate such language should be included. If any language is not desired, please strike or delete such language. PSBA recommends selecting the options preceded by asterisks, but this is a local decision.~~

~~*{ } To ensure the successful use of crowdfunding for school purposes, the school may provide the following:~~

- ~~1. { } Training for individuals and members of eligible organizations on the use of crowdfunding, including school technology requirements or preferences,~~

~~to best align with school initiatives and curriculum.~~

2. ~~*{ } School expectations, Joint Operating Committee policies and administrative regulations for the protection of private information.[4][5][6]~~
3. ~~*{ } Recommended external messaging or logo/branding guidelines that align with school standards.~~
4. ~~*{ } A maximum dollar amount permitted to be raised by crowdfunding.~~
5. ~~*{ } 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 Business Manager shall be promptly notified of any unused funds.~~

~~The building administrator shall maintain control and discretion over unused items or 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.[4][5][7][8]~~
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.[9][10]~~
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.[11][12]~~
 - 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.~~