



Administrative Regulation

Section	700 Property
Title	Crowdfunding
Code	702.1

Crowdfunding is a mechanism by which individuals or entities solicit donations online, via specifically-designed websites, for a particular purpose or cause.

Requirements and Procedures

Employee(s) and/or eligible organization(s) who wish to utilize crowdfunding for District purposes or programs are required to obtain permission for doing so by submitting a Crowdfunding request form, consistent with the requirements of this policy and administrative regulations to the Building Principal.

Absent written approval by the District of a crowdfunding project, employee(s) of the District are prohibited from identifying, on a crowdfunding site, that they are an employee of the District, if such identification may lead a reasonable reader to infer that the employee's crowdfunding post is raising funds that will be utilized by or within the District or for a District program. Employee(s) may not utilize their District email address on a crowdfunding site unless they are participating in a District approved crowdfunding project.

Groups and/or organization(s) that have not been granted formal recognition by the Board may not be granted permission to engage in crowdfunding on behalf of the District.

Designation of Approved Crowdfunding

A list of approved crowdfunding sites which shall be updated, as needed, by the Chief Financial Officer. Approved sites shall meet the following requirements:

- a. The site must be operated by a legitimate corporation or limited liability company with no significant history of fraud, unlawful activity, financial mismanagement, or other misconduct;
- b. The site must have a policy that requires all funds raised by an individual on behalf of the school to go directly to the school, not the individual who posted the fundraising request;
- c. The site must ensure that sites that provide requested items in lieu of direct funds shall be given preference. (ex., where an individual requests funds to complete a classroom library, specific items needed for the library shall be delivered directly to the school in lieu of the school receiving funds to obtain them);
- d. Sites designed for crowdfunding by schools and/or educators shall be given preference, if they meet the requirements of this section.

To the extent that no crowdfunding sites available meet all of the requirements, above, the District shall not approve requests for crowdfunding.

Procedure for Obtaining Approval for a Crowdfunding Project

Any employee or eligible organization may submit a written request for approval of a crowdfunding project. Requestor(s) must first obtain the list of approved crowdfunding sites and select one for their project to ensure that the form, including the language of the post, is consistent with the requirements of the District-approved crowdfunding site chosen by the requestor(s). The written request for approval must be provided directly to the Building Principal and must contain the following:

- a. The name and job title of the requester or, if the applicant is an organization, the names of two members of the organization who shall be responsible for overseeing the crowdfunding project (organizations must meet the requirements set forth, above, in order for members to apply for approval);
- b. The crowdfunding site to be used;
- c. The items being requested and the amount of funds targeted to be raised;
- d. The classroom, program, and/or activity to be benefited;
- e. The start and projected end dates of the post;
- f. A list and description of any social media platforms and/or accounts that will be used to promote the project, including the identification of the individuals/organizations to whom such accounts belong; and
- g. A description of any other methods/channels that will be used to promote/market the project.

Additional Requirements and Regulations

Where a crowdfunding project requires the electronic transfer of funds, the Chief Financial Officer shall ensure that such transfer is made properly and in accordance with acceptable standards of practice.

Where such transfer cannot be properly achieved, the project should not be approved.

Items obtained through crowdfunding must fulfill the purpose of the approved crowdfunding project. The

Chief Financial Officer shall be promptly notified of any unused funds.

Items/materials obtained through District-approved crowdfunding are the property of the District. While preference shall be given for the items/materials to be used and maintained by the employee who originally obtained them through crowdfunding (where applicable), the District reserves the right to transfer such items/materials to another classroom and/or teacher, where necessary.

Disclaimer / Waiver

All approved crowdfunding campaigns must contain the following disclaimer/waiver in the description of the campaign:

“Columbia Borough School District (“the District”) does not endorse or assume liability for the contents of this crowdfunding campaign. The campaign may link to other websites on the Internet and include reference to information, documents, software, materials, or services provided by other parties over which the District has no control. The District is not responsible for the accuracy, copyright compliance, legality, decency, or any other aspect of such content, nor is it responsible for errors or omissions in any references to other parties, their products, or their services. Third-party links or references from this campaign are provided merely as a convenience and do not imply endorsement or warranty of any kind. The District reserves the right, in its sole discretion, to distribute any funds received via this campaign as it sees fit, and maintains no obligation to refund any portion of fees paid for any product or service.”