

**I.** Procedure Name: Use of On-line Donation Sites (Crowdfunding)

**II.** Basic Procedure:

The District recognizes the value of creativity, innovation, and utilizing new technology. However, it also recognizes its obligation to ensure responsible and safe use of these technologies. These procedures are designed to provide the opportunity for use of on-line donation sites while maintaining adequate internal controls and promoting responsible use of technology.

Use of websites (such as Gofundme.com, Donorschoose.org, Kickstarter, etc.) that are designed to solicit donations (often referred to as “Crowdfunding”) for a specified purpose are classified as either: 1) district sponsored activity or 2) non-district sponsored activity.

1. District Sponsored Activity

The following are examples of when an activity is classified as a district sponsored activity:

- The school or district is referenced (in the narrative, subject line, title, etc.).
- A picture of a district classroom is used.
- Requests for funds to be used for any electronic equipment or device (computer, printer, iPad, Kindle, reader/game, etc.).
- Requests for funds to be used for furniture (chair, desk, table, bookcase, etc.).
- Requests for funds for field trips, registration, travel, etc.
- Any activity not listed above that would likely be perceived by an average person to be for the benefit of the district.

Any activity classified as district sponsored is subject to the fundraiser and donation procedures in the Internal Funds procedure manual, including:

- Must be pre-approved by the principal.
- Must be for a specific purpose.
- Requires a Fundraising Request/Reconciliation form prior to setting up the account.
- Requires the completion of a Fundraising Request/Reconciliation form at the close of the activity.
- Proceeds must be deposited directly into the school’s internal fund checking account. This will require the bookkeeper/secretary to create the on-line account as banking information is confidential and should not be given out.
- Items purchased are the property of the Escambia County School District (i.e., stays with the school or class) and not the employee.

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- Furniture, fixture and equipment (FF&E):
    - Equipment to be attached to buildings or upgrades to facilities must be approved by the Facilities Planning Department.
    - Electronic devices must be approved by the IT Department.
    - Must submit a “Report of Property Acquired Through Internal Funds and/or Donated” to the Budgeting Department (copy to Internal Auditing) for asset tagging for the following:
      - Electronic devices that “act” like a computer with a 10.1“ or larger screen.
      - FF&E of \$1,000 or higher.
  - Must understand the platform terms (see below for details).
  - Monitor and take down the site when the activity is complete.
  - Must follow the guidelines established in School Board Rule 2.05 (Employee Use of Social Media).

Platform terms may be different for each site. Some of the terms to consider are:

- How are administrative fees handled (paid by donor, deducted from proceeds, flat fee or percentage of transaction, etc.)?
- What are the rates charged for the various fees?
- Are proceeds distributed in the form of cash (electronically deposited into a bank account) or are purchases made by the site and then the product sent to the district?
- “All or Nothing” (AON) versus “Keep it All” (KIA):
  - AON – if the amount requested (goal) is not reached, the project does not get funded (you receive none of the funds pledged). For some sites, donors are given the option to select another project. Other sites give credit to be used toward a future project.
  - KIA – payment for the amount raised is made regardless of whether the goal is reached.

Each site is structured differently and may have hidden fees (such as credit card processing fees, commission, platform fees, etc.). Research the site to ensure a full understanding of the platform (fee structure, success rate, funding model, project types allowed, etc.) before committing to a project.

Always be aware of the potential for fraud and scams. Only use reputable sites that have been thoroughly researched.

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2. Non-district Sponsored (Personal) Activity

Activities that do not meet the criteria listed above for district sponsored activities and are designed for personal use will be classified as non-district sponsored. Non-district activities are not required to follow district fundraising or donation rules and regulations. However, the employee must always be mindful to abide by the Escambia County School District Employee Code of Ethics.

The following is an example of when an activity is classified as a non-district sponsored activity:

- Funds are requested to defray cost of a personal emergency, financial situation, disaster or health related cost.

**For non-district sponsored activities, employees should refrain from anything that gives a perception that the employee is conducting the activity as a representative of the district or school.**

For both district and non-district sponsored activities, all social media and ethics rules and regulations must be followed. Pictures of students should not be used.