



SHARYLAND
INDEPENDENT SCHOOL DISTRICT
Excellence is our Tradition

Crowdfunding Procedures

2021-2022 School Year

Introduction

The Board of School Directors recognizes that crowdfunding campaigns have become an increasingly popular method by which teachers and organizations can procure funding for specific projects and/or programs. The revenue-raising potential that crowdfunding campaigns may provide may be a benefit for District student organizations. **The District further recognizes, however, that unregulated employee use of crowdfunding campaigns on behalf of the District can subject both the District and employees to significant potential legal liability.**

Purpose

The purpose of this policy is to effectively regulate and establish parameters for use of crowdfunding campaigns for District purposes, on behalf of the District.

Definitions

Campaign is a fundraising effort designed to raise funds to meet an advertised goal or need. Campaigns run for 28 days.

Crowdfunding is the practice of funding a project or idea by raising small amounts of money from a large number of people, typically via the Internet.

Guidelines

Who can use crowdfunding?

Crowdfunding is only available to any school-sponsored student organization that has been formally recognized/approved by the Board and granted permission to engage in crowdfunding on behalf of the District. Groups, clubs, and/or organizations that have not been granted formal recognition/approval by the Board may not be granted permission to engage in crowdfunding campaigns on behalf of the District. All campaigns must support educational or instructional-based initiatives.

Eligible organizations that have **not obtained written approval pursuant to this policy may not solicit funds or items on behalf of the District on a crowdfunding website**; give the appearance of soliciting funds or items on behalf of the District on a crowdfunding website; use the District's name, logo, mascot, or other identifying information in a crowdfunding post; or link to or reference any of the District's websites, social media sites, or other site, platform or account associated with the District. Employees may not utilize their District email address for any crowdfunding campaigns, unless the campaign has been approved by the District.

Eligible organizations must follow Student Activity Fundraiser guidelines by adhering to the minimum of two fundraisers per year.

Which crowdfunding site can be used?

The District has approved the use of Snap!Raise, an online monetary fundraising site.

This District has contracted the above platform to provide a legitimate corporation or limited liability company with no significant history of fraud, unlawful activity, financial mismanagement, or other misconduct and to ensure all crowdfunding campaigns are in compliance with all laws and all Board Policies and Administrative Guidelines.

Are there any fees to these crowdfunding sites?

Snap! Raise	20% service fee per campaign
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When can we start crowdfunding?

Effective August 26, 2019, the district will allow organizations to begin the process of requesting approval for starting a crowdfunding campaign. All crowdfunding campaigns **MUST** be approved by the campus principal and business office **two weeks** prior to the launch dates of the campaign.

How do I request approval for crowdfunding?

Any employee or eligible organization must submit a Crowdfunding Application for approval for each campaign. The Crowdfunding Application can be found on the school district's website under Finance then Forms.

The following information will be required to fill out in the Crowdfunding Application:

1. Date applied
2. Student Activity Fundraiser #
3. Campus
4. Organization: Club name
5. Activity Account Number
6. Club Officer: First and Last Name, Title
7. Sponsor's Name: First and Last Name
8. Crowdfunding Description: the purpose of the fundraiser.
9. Campaign Start Date
10. Campaign End Date
11. Fundraising Goal: how much do you plan to raise.

Crowdfunding requests shall not be approved unless they meet the following conditions:

1. Crowdfunding campaigns must meet the requirements set forth in this policy, including obtaining approval and posting on a District-approved crowdfunding site;
2. Monetary funds collected will be deposited directly into the school district's bank account and funds will be allocated by business office to the appropriate activity account;
3. All crowdfunding campaigns must have specific, pre-determined beginning and ending dates and will run for a total of 28 days.

Crowdfunding Projects **MAY NOT**:

1. Disparage the District or any of its buildings, programs, students, or employees or paint the District or any of its employees, students, or programs in a negative light;
2. Include pictures of District students on the crowdfunding site, with the exception of Snap! Raise. Sponsor must review the **Do Not Photograph** list before allowing students to post their picture on the Snap! Raise campaign site;
3. Include identifying information of any District student on the crowdfunding site;
4. Be used for personal gain of any individual other than the District-related benefits associated with the campaign's purpose;
5. Result in funds and/or items being provided/delivered directly to the individual who requested the funds;
6. Solicit funds for items or projects that are religious or political in nature or that have a religious or political purpose;
7. Violate Title IX or any other applicable state or federal law;
8. Be contingent on additional District spending or require "matching" funds from the District or another organization;
9. Request food items that do not meet the "smart snacks" standards of the USDA regulations for school nutrition; or
10. Contain language that suggests or states that an item or items for which the donations are being sought are required for or otherwise integral to a student's special education program, necessary for a student to achieve his/her IEP goals, or necessary to ensure participation of a student or students with disabilities in school or any program offered by the District;

11. Creation of personal campaigns or withdrawal of funds into personal banking accounts;
12. Donated items mailed to employee's home.

My request for crowdfunding has been approved, now what?

Once the Application for Crowdfunding has been approved, business office will contact the local representative for Snap! Raise with the sponsor's contact information. All campaigns must go through our local area representative. He will assist in getting the organization's campaign set up on their website through the district's behalf. Any campaigns not created through our local representative, will be shut down.

Brandon Ramirez
(515)577-9830
brandonr@snap-raise.com

What do I do after the crowdfunding campaign is over?

Once funds have been posted to the activity account, club organization can proceed to purchase goods or services through district's purchasing process. All funds collected must be expended in the year collected.

Other guidelines to know:

Any violations to these guidelines may result in immediate termination of campaign, return of funds, and any legal consequences for using the District as false representation.

The District reserves the right to refuse funds that have been raised through an approved crowdfunding campaign if it discovers that the project violated this policy or was in violation of the crowdfunding site's requirements, policies, and/or regulations.

The Executive Director of Finance at any point of time deemed necessary shall determine the appropriate way to expend the unused funds.

For all questions and inquires please contact the Business Office.

PERSONNEL LISTING: BUSINESS AND FINANCE

Jaime Ortega, Chief Financial Officer
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Accounting Department

Dalila Ovando, Senior Accountant
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