

Fundraising via Crowdfunding Websites

DEFINITION

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. Many crowdfunding websites exist that target funding for school projects.

PROCEDURE

The District considers crowdfunding as a fundraiser provided all of the following conditions are met.

- Projects must have prior approval from the building Principal.
- No more than one (1) crowdfunding effort may be active for a school at any given time.
- Crowd funding terms:
 - When using crowdfunding there may be different terms. Principals and teachers should understand the terms prior to the start of a project:
 - AON - “All or nothing” means that if the amount requested is not reached, the project does not get funded. The donor then has the option to pick another project to fund or give the current teacher a credit toward their next project.
 - KIA - “Keep it all” means that if any amount is reached, the school will get a check even if the goal is not reached. Schools shall monitor and take down sites when the event or request is completed.
- Equipment - If the request involves equipment - either technology or non-technology -preapproval needs to be obtained from:
 - Director of Technology: Refer to the policy on the technology support website: <http://www.clarkschools.net>
 - Director of Maintenance: Electric, plumbing and/or other considerations may need to be reviewed before any equipment is ordered.
- All non-monetary items (supplies, equipment, etc.) obtained are the property of the District and all inventory procedures apply.
- All monetary donations must be accepted according to the policies and procedures that govern fundraising. A check should be requested to be mailed to the school in the name of the school, not to an individual person.
- Model Procurement Code and related policies and procedures shall be followed.
- When developing a project, be mindful as to what is being requested. All funds raised for a specific purpose shall be used for that purpose.
- No personally identifiable information (PII) may be used in the crowdfunding effort, including but not limited to: student names, images, etc.

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PROCEDURE (CONTINUED)

- A file is to be maintained at the school for any crowdfunding request. This file should include: the Principal's fundraising approval form, the written detail of the projects as well as what is posted on the platform website, any photos or images posted with the project and a copy of all agreements.

REFERENCES:

[702 KAR 003:120](#)

[702 KAR 003:130](#)

[KRS 139.497](#)

[KRS 158.290](#)

[Accounting Procedures for Kentucky School Activity Funds](#)

RELATED POLICIES:

04.312, 09.33

Review/Revised:3/19/2019