

FUNDRAISING/CROWDFUNDING

The Monterey County Office of Education (MCOE) encourages community partnerships and collaboration intended to strengthen and enhance county-run schools and programs. Therefore, MCOE's school sites, programs, students, parent organizations and other groups affiliated with MCOE may conduct fundraising activities so long as the raising of funds is voluntary and is consistent with the mission and values of the organization. The following guidelines outline fundraiser approval and supervision, general fundraising standards, fund management, and crowdfunding guidelines.

Fundraiser Approval/Supervision

General approval and supervision of fundraising projects will fall under the direction of the division administrator or assistant superintendent with specific supervision by a delegate of his or her staff.

Fundraising Standards

1. Staff, student and parent participation in fundraising shall be strictly voluntary.
2. A student may not be denied participation in any activity for failure to raise funds. Additionally, any statement or action that exerts pressure on students or parents to donate is prohibited.
3. Fundraising activities should be consistent with MCOE's vision, mission and values and the goals of the program or service the funds are intended to support.
4. Monies must only be used for their intended purpose or the desire of the donor.
5. Funds raised must not directly or indirectly compensate any individual MCOE employee by direct or indirect payment, commission or payment in kind.
6. Fundraising monies may be used for the travel of a MCOE employee who will be a student chaperone on approved travel, if the fundraising effort fully discloses the intended use of the funds.
7. MCOE funds may not be used in support of the funding effort.

Fund Management

1. Funds should never be deposited into the personal bank account of a MCOE employee or a volunteer representing MCOE or its programs.
2. Funds should be deposited through the appropriate MCOE program and/or charitable entity.
3. Checks should not be made payable to an individual. Instead, checks should be made payable to the appropriate MCOE program and/or charitable entity.
4. A notation should be made in the check memo line indicating the intended purpose or fundraising activity.
5. Funds collected must be used within six months of funding proposal end date.

Crowdfunding

Crowdfunding is the practice of raising funds to support a project or venture by seeking monetary contributions from donors who are solicited primarily through the Internet. An example of a popular crowdfunding website to support equipment purchases is Donors Choose, while GoFundMe and Kickstarter are the primary websites for raising monetary donations to benefit a cause.

Raising funds through crowdfunding sites is permitted, with the following guidelines:

General Crowdfunding Guidelines

1. General approval and supervision of fundraising projects will fall under the direction of the program director, division administrator or assistant superintendent with specific supervision by a delegate of their staff.
2. Employees should never begin a crowdfunding project without the completion of a Crowdfunding Request Form (see Exhibit), and approval and consent of the program director, division administrator or assistant superintendent, including content approval for anything to be published in any form or format as part of the project.
3. Funds should never be deposited into the personal bank account of a MCOE employee or a volunteer representing MCOE or its programs.
4. Division administrator, assistant superintendent or their delegate should work with MCOE's Communications and Public Relations Officer for guidance on setting up crowdfunding campaigns. Communications will work with Finance and Business Services to ensure funds are routed to the appropriate bank account.

Donors Choose Guidelines

1. Equipment must be shipped directly to a MCOE property, not an employee's personal address.
2. Equipment/property funded through DonorsChoose campaigns is the property of the MCOE program or school site, not the person who applied for the equipment.
3. If a MCOE employee/teacher moves schools/programs within MCOE, it is the responsibility of the director or site administrator to decide whether any item transfers with the employee/teacher or remains at the school site/program. In any event, the item does not become the property of the employee/teacher.

MCOE Crowdfunding Request Form

*Return signed and completed form to supervisor.
Approval must be received from a supervisor prior to the start of any
crowdfunding activity.*

Name: _____
Site/Department: _____

Select one:

☐ I am making a request for my classroom/school/department.

List applicable school(s), grade level(s), and/or subject area(s)

☐ I am making a request for a club/organization that I supervise as an approved advisor.

List applicable school(s) and club/organization

Crowdfunding site to be used if request is approved: _____

Social media site(s) to be used for promotion: _____

If requesting financial donations, list funding goal:

\$ _____. If goal is not reached, what will occur: _____

If requesting items, list specific items being requested:

Exact narrative to be posted online if request is approved (attach additional page(s), if needed):

Anticipated start date for crowdfunding campaign: _____ End date: _____

*By signing this form, you are verifying you agree to the guidelines outlined in
Funding/Crowdfunding Policy SP #####.*

Requestor's Signature

Date

Requestor's Email Address

MCOE USE ONLY

☐ **Approved**

☐ **Disapproved**

Supervisor's Signature

Date