

**SCHOOL DISTRICT OF PITTSVILLE
BOARD POLICY**

SCHOOL-COMMUNITY RELATIONS

PUBLIC GIFTS TO SCHOOL

USE OF CROWDFUNDING WEBSITES (Online Fundraising/Solicitations)

841

No District employee, authorized agent acting on behalf of the District (e.g., a volunteer coach), or school-sponsored activity may engage in online crowdfunding in the name of the District or for the benefit of any District school, class, program, or activity without first obtaining the prior written approval of the building principal or appropriate department administrator. All such online crowdfunding activities must occur in a manner consistent with this policy unless an exception is approved by the School Board.

1. All District-authorized online crowdfunding initiatives will be conducted through websites (including web-based applications) that have been pre-approved by the administration. A list of approved crowdfunding websites shall be maintained by the District Business Office. An employee may suggest an additional crowdfunding website for Business Services' staff to research. If it is determined to be in the best interest of the District to utilize that site or funding source for school-related purposes, it can be added to the list.
2. Any funds or donations requested through a crowdfunding website must be for a purpose deemed to be lawful, nondiscriminatory, and otherwise consistent with the District's mission, policies, and goals. In addition, a crowdfunding donation request must be in line with the following requirements:
 - Be compatible with curricular, technological, instructional, programmatic, and operational practices of the District, as may be applicable. The building principal or appropriate department administrator will consult with other administrators or school staff as appropriate when making this determination. For example, the Director of Technology should be consulted when considering a crowdfunding donation request involving any technology or software.
 - Neither impose, nor be substantially likely to impose, any undesirable or unacceptable costs (whether direct or indirect) upon the District, including but not limited to unacceptably adding to staff workloads.
 - Not begin a program that is intended/described as a continuing program, but that the District would be unable or unwilling to continue when any donated funds/items are exhausted.
 - Not prevent the School Board from being able to properly discharge its duty to ultimately determine the District's educational program and the manner in which educational and other services are to be delivered.
 - Not require the District to publicly endorse any specific business, organization, service or product, with the understanding that recognition of a donor differs from explicit endorsement.
3. If a crowdfunding proposal is approved by the District, the individual implementing the proposal shall be responsible for preparing all materials and information related to the crowdfunding campaign and keeping the administration apprised of the status of the campaign. The individual must verify under the crowdfunding service's terms and conditions that he or she meets all requirements for the particular solicitation. If the crowdfunding campaign is successful, the individual must ensure that any donated funds or items are used in a manner that is consistent with description of the project/request.
4. When posting requests for or performing or managing other activities related to the solicitation of funds or donations on any crowdfunding website, employees and other authorized representatives of the District must comply with student privacy and other requirements set out in the Family Educational Rights and Privacy Act (FERPA), the state student records law, and related District policies. If there is uncertainty regarding how to apply the particular laws and policies, District employees and other authorized representatives should assume that advance parent consent is required in order to disclose any personally-identifiable student information (including photos) in connection with a crowdfunding campaign.

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5. Any purchases made with funds received through crowdfunding websites must comply with District purchasing policies and procedures.
6. All funds or donations solicited and received through any crowdfunding website become the property of the District, and not the property of the individual employee who solicited the funds or donations. Employees who seek crowdfunding should be explicit about the ownership of such funds or donations so that donors understand this point for tax and other purposes. All such funds or donations are subject to the same controls, policies and procedures governing other District property and shall be deposited or inventoried accordingly. If the crowdfunding website requires that it collect the dollars, purchase the described items, and send them to the employee at the District, then a record of the acquisition should be sent to the building principal or appropriate department administrator and the District Business Office.
7. Unless doing so would be inconsistent with the particular crowdfunding website’s service or terms of use, when an authorized crowdfunding request is posted or otherwise made accessible to potential donors, the description of the request/project should include a statement that addresses what will happen with any donated funds or items if the request is only partially funded or only partially accomplished. In most cases, it will be appropriate to follow the stated contingency plan in the event the primary, intended project cannot be fulfilled. In the event that no such contingency plan was included in the original project description and the request is only partially fulfilled, the individual who is responsible for the request/project shall consult with the building principal or appropriate department administrator to determine an appropriate way to handle the donated funds or items. In making such decisions, the District shall consider factors such as any statement of donor intent, the crowdfunding website’s rules or policies regarding such situations, and District policies on gifts. In some cases, the District may need to make an effort to contact the donor(s) and offer to return the donation(s).

Acknowledgement (recognition) shall be given for all funds and/or donations accepted and received by the District through crowdfunding websites in accordance with the District’s policies covering gifts and donations and as may be required by the crowdfunding site’s policies and applicable tax laws.

It shall be the responsibility of the District Administrator or designee to oversee District compliance with this policy, including ensuring that the District takes reasonable steps to notify employees of the existence of this policy.

LEGAL REFERENCES:

Wisconsin Statutes

[Section 118.125](#) [student record confidentiality]

[Section 118.13](#) [student nondiscrimination]

[Section 118.27](#) [acceptance of gifts and grants to the schools]

Wisconsin Administrative Code

[PI 9.03\(1\)\(d\)](#) [student nondiscrimination in policies on acceptance and administration of gifts]

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Second Reading/Approval: February 10, 2025