

CARLISLE AREA SCHOOL DISTRICT

SECTION: PROPERTY

TITLE: CROWDFUNDING

ADOPTED: September 20, 2018

REVISED:

Legal

[24 P.S. 510](#)

719: CROWDFUNDING

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 programs and classrooms. 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, or for the purpose of supplementing District programs.

Definitions

Campaign, for the purposes of this policy, is a fundraising effort designed to raise funds or solicit donations of specific items to meet an advertised goal or need.

Crowdfunding, for the purposes of this policy, the practice of funding a project or venture by raising monetary contributions or solicit donations of specific items, typically via the Internet, for a particular purpose or cause.

Eligible Organizations, for purposes of this policy, include 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, subject to the requirements of this policy. District-affiliated organizations including, but not limited to, parent/teacher organizations and booster groups for the

Carlisle Area School District, as well as the Bison Foundation are not subject to the requirements of this policy.

Guidelines

1. Prohibition on Unapproved Crowdfunding on Behalf of the District

District employees, including coaches and activity sponsors, may not engage in crowdfunding campaigns related to their roles or duties as a District employee or otherwise benefiting the District, including District programs, initiatives, mission, students, or staff without prior written authorization from a designated administrator.

Approved crowdfunding campaigns must operate in compliance with all laws and all other Board Policies and Administrative Guidelines.

Only employees and/or eligible organizations with written approval from the District pursuant to this policy are permitted to utilize crowdfunding campaigns for District purposes or programs. 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.

Employees and/or 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.

Absent written approval by the District of a crowdfunding project pursuant to this policy, employees are prohibited from identifying on a crowdfunding site that they are an employee of the District, if such identification may lead a reasonable reader to infer from the crowdfunding post that the funds designated will be utilized by or within the District or for a District program. Employees may not utilize their District email address for any crowdfunding campaigns, unless the campaign has been approved by the District.

2. Procedures

Employees and Eligible Organizations. Employees and eligible organizations wishing to utilize crowdfunding for District purposes or programs are required to obtain written permission for doing so by submitting a pre-approval request form, consistent with the requirements of this policy, to building administration. Written permission must be received before proceeding with any crowdfunding efforts.

Delegation of Responsibility

The Superintendent or designee shall ensure that procedures and guidelines are in place to monitor all crowdfunding requests.