



Crowdfunding Best Practices

Seminole County Public Schools

Presentation URL:
<https://tinyurl.com/FSFOACrowdfunding2018>



Seminole County Crowdfunding

- School board adopted crowdfunding policy in December 2017
- Policy was developed as a result of:
 - Teachers requesting crowdfunding guidance
 - Finding inappropriate crowdfunding campaigns
- Policy was drafted with input from:
 - Legal
 - Finance
 - Information Services

Crowdfunding Definition

- SCPS Definition:

Crowdfunding is the process of soliciting a specific gift or donation to fund a specific purchase or project, typically through websites designated for this purpose.

- Seminole differentiates crowdfunding sites and fundraising sites.
- Fundraising companies are not listed as recommended sites.

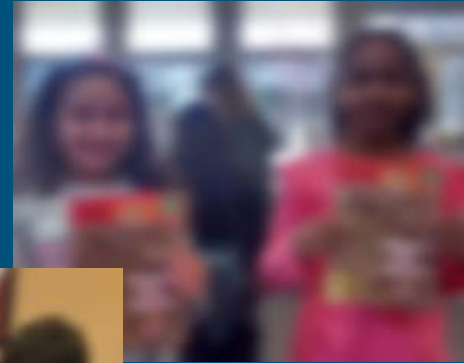
Policy Highlights

- Requires employee conducting campaign to keep certain documentation.
- The school is required to maintain a file of all campaigns.
- Specifies that all donations are property of the district, not the teacher.
 - Monetary donations are to be paid to the school and recorded by the bookkeeper.
 - Non-monetary donations are the property of the district and should follow inventory practices.
- Campaigns may not violate student privacy.
- Teacher cannot bind the district to crowdfunding site's terms.

Full policy can be downloaded at: <https://tinyurl.com/SCPSCrowdfundingPolicy>

Campaign Privacy Issues - Photos

- Use of student photos requires parental consent.
- Seminole teachers required to use district created form.
- Administrator must approve pictures prior to posting.



Campaign Privacy Issues - Demographics

- Seminole policy states that “Information that cannot be listed includes... Descriptions of the school’s population as disabled, in poverty, English language learners, etc.”
- Many examples of this type of language on crowdfunding sites:
 - “Most of my students come from low-income households, which are unable to provide yearly supplies.”
 - “Students from my school represent English speakers and second language learners. Many nationalities are evident in the population. The majority of our students receive reduced or free lunch. Most students did not attend a Pre-K and their educational experiences did not begin until Kindergarten. We have a number of students that are both a second language learner and a Special Education student.”

Quotes copied from donorschoose.org

Campaign Examples - IDEA Issues

- Campaign requests should never include requests that include technology the district is required to provide under IDEA.
- “Each public agency must ensure that assistive technology devices or assistive technology services, or both, as those terms are defined in §§300.5 and 300.6, respectively, are made available to a child with a disability if required as a part of the child’s: (1) Special education; (2) Related services; or (3) Supplementary aids and services.” - *Regulation 300.105 Assistive technology*

Campaign Examples - IDEA Issues (Con't)

- Quotes from campaigns on Donors Choose
 - “My students need calculators to help with accommodations for their IEP's and math assessments.”
 - “My students need to see multiple screens at the same time while I present visual information from two computers. I need a computer monitor to help accomplish this accommodation.”
 - “My class is an inclusion class that is in bad need of school supplies and accommodation tools to help them learn.”

Crowdfunding Course

- Teachers and coaches might not keep abreast of new board policies.
- District created an online course to introduce the policy to staff.
- Course features include:
 - Self enrollment through main district portal
 - Condensed “Do’s and Don’ts” from policy
 - Copy of Policy
 - Quiz on policy materials
 - District documentation (cannot be accessed without passing quiz)

Crowdfunding Course Demo

Crowdfunding Introduction



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Welcome to Crowdfunding in Seminole County Public Schools!

The purpose of this course is to help teachers understand the requirements for crowdfunding in Seminole County Public Schools. Every crowdfunding campaign sponsor must take this course prior to launching a campaign. It is broken into two main parts:

1. Information about the requirements of crowdfunding campaigns in SCPS.
2. The forms and resources you will need to meet the requirements.

The course is broken into two modules. The first module of the course has the information you need to run a crowdfunding campaign. The second module has all of the forms and resources you need to complete before, during, after your campaign. **You will need to pass the module one quiz with a 90% to access the resources in module two.**

Questions?



Any questions about
crowdfunding in
Seminole County?

Please feel free to
ask.

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