Crowdfunding Best Practices

Seminole County Public Schools

Presentation URL:
https://tinyurl.com/SCPSCrowdfunding

Seminole County Crowdfunding

- 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

- School board adopted crowdfunding policy in December 2017

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.

Photos obtained from donorschoose.org

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."

Approved Crowdfunding Sites

- Crowdfunding vendors must agree to the following conditions to be allowed.
  - Regular Reporting of crowdfunding campaigns Involving the School Board of Seminole County.
    - Reports must be delivered at least every other week.
    - Separate reports detailing active campaigns and funds/materials delivered.
  - List of fees that will be charged to crowdfunding campaign sponsors.
    - Fees will be displayed on internal district website.
    - Staff are presented with comparison of fees from each vendor.

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

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.

Information From Course

Crowdfunding Do's

- Communicate with your principal about your campaign
- Keep your campaign focused on learning in your classroom
- Highlight the positives of how the donations will help students
- Make sure you understand the guidelines on the crowdfunding site and below
- Work with your colleagues to maximize the impact of your donations
- Document how your donation has benefited students and submit that documentation after your campaign

Information From Course

Crowdfunding Don'ts

- Create campaigns that benefit an individual
- Create campaigns for outside organizations or charities
- Reveal too much information about students in your campaign
- Use any personal bank accounts in association with a campaign
- Move a donation from one school to another
- Have anything related to the campaign mailed to your home

Information From Course

Seminole Guidelines

- All crowdfunding campaigns must support the educational mission of Seminole County Public Schools.
- All crowdfunding campaigns must be approved by your supervisor. Complete the Request for Crowdfunding Solicitation and Crowdfunding Checklist forms and submit them to your principal before you publish on a crowdfunding site.
- Any crowdfunding campaign for technology should be discussed with a Manager of Blended and Digital Learning (the Blenders) before launching the campaign. The Blenders will be able to help you select the best technology for your needs and avoid buying something that might cause problems with district programs.
- When making requests for donations through crowdfunding, teachers/employees must comply with student privacy and other requirements set out in the Family Educational Rights and Privacy Act (FERPA). As a result, student images, names, and descriptions, which would cause students to be identifiable, or allow logical deductions about disabilities or other factors deemed to be within the sphere of student privacy, must not be used on such websites or elsewhere, unless written parental permission is secured on the autorization form in advance.

Information From Course

Seminole Guidelines (con't)

- Crowdfunding campaigns may not request donations to fund purposes schools are legally required to meet. For example, if a student requires a particular intervention to meet an IEP goal, the District must provide for this need and it would not be appropriate to seek private donations in this case.
- All monies and items that are donated as part of the crowdfunding campaign will be the property of the receiving school and must be used for the stated purpose of the campaign. If the receiving teacher leaves the school, the school principal will determine how to ensure the resources continue towards the campaign's purpose.
- All donations must be shipped to your school. Donations should never be shipped to your home address.
- Monetary donations from campaigns must be in the form of a check made payable to the school.