

BLOOMFIELD PUBLIC SCHOOLS
Bloomfield, Connecticut

ADMINISTRATIVE REGULATION

No. 3281.2(a)

RE: School Fund Raisers
Business/Non-Instructional Operations

Approved: 12/12/2017

Online Fundraising Campaigns - Crowdfunding

The Board of Education (Board) considers crowdfunding as a fundraiser.

A District professional employee may submit a proposal to benefit the Bloomfield Public Schools by raising funds or acquiring materials via a crowdfunding platform that has been approved by the Superintendent or his/her designee. The individual proposal shall first be submitted to the building Principal for approval. Once approved by the Principal, the Superintendent or her/his designee will then review the proposal. A decision on the application will be made within ten business days. A list of approved crowdfunding platforms will be maintained by the Superintendent or his/her designee.

Guidelines

1. When posting pictures/videos/images of any students or staff, all Board policies and administrative regulations must be followed. Some platforms require their own student permission forms.
2. A file is to be maintained at the school for any crowdfunding request. This file shall contain:
 - a. The Principal's fundraising approval form;
 - b. The written detail of the projects as well as what is posted on the platform website;
 - c. Any photos or images posted with the project; and
 - d. A copy of all agreements and permission forms.

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3. Platforms terms:
 - a. When using platforms there can be different terms. Principals or directors should understand the terms prior to the start of a project:
 - i. AON-All or nothing: This means that if the amount requested is not reached, the project does not get funded. The donor then has the option to pick another project to fund or give the current teacher a credit toward their next project.
 - ii. KIA-Keep it all: This means that if any amount is reached, the school will get a check even if the goal is not reached.
 - b. Make sure to monitor and take down sites when the event or request is completed.
4. Equipment – If the request involves equipment, either technology or non-technology, pre-approval needs to be obtained from:
 - a. Director of Technology
 - b. District Director of Facilities, as electric and plumbing considerations may need to be reviewed before any equipment is ordered.
5. All non-monetary items (supplies, equipment...) obtained are the property of the District and all inventory procedures apply.
6. All monetary donations should be properly recorded in the funds accounting system at each school. A line item may need to be set up for a new account if this is a new project. Please note, no school banking information should ever be given out. A check should be requested to be mailed to the school in the name of the school, not to an individual person.

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7. When developing a project, it is necessary to be mindful as to what is being requested. The intent of the request always needs to be followed.
8. If a proposal is successfully funded, the author(s) shall immediately notify the Principal and District Business Office.
9. All gifts, grants, bequests and contributions must be officially accepted by the Principal or Superintendent, become the property of the District and, if applicable, will remain in the school where the author(s) was (were) located at time of the grant award.

Denial of Proposal

If the proposal is denied by the Superintendent or her/his designee, s/he will communicate the reason for denial. Reasons for denial may include:

- The proposal requests the purchase or use of technology that is not compatible with nor supported by the District's current or future plans for the purchase and/or use of technology.
- The proposal requests the purchase of curriculum materials and supplies that are not standards-based.
- The proposal requests materials that could be substituted by similar materials that are already supplied by the District or will be supplied by the District.
- The proposal seeks to start a program that would require the continued use of materials or funding beyond what is obtained through the proposal.
- The proposal will result in demands on staff not involved in the proposal.
- The proposal is in conflict with or takes away from adequate instructional time and/or established foci of the district improvement plan or the school improvement plans.
- The proposal requests athletic equipment or donations not consistent with or in direct conflict with the athletic programs of the district.
- The proposal is in conflict with current and/or planned curriculum and instruction initiatives, board policy, one or more of the district collective bargaining agreements, regulations of the Connecticut department of education and/or Connecticut general statutes.