

GIFTS For detailed information about the procedures for making gifts to the District see the CCISD Booster Club Manual.

SOLICITATIONS All donations solicited on behalf of the District, including solicitations in the name of the District or a campus, or donations solicited using District or campus resources, become the sole property of the District.

STUDENT INFORMATION When soliciting donations on behalf of the District or in order to fulfill job duties, an employee may not include or make reference to the name, image, or other personally identifiable information of a student without written parental consent. [See FL]

TECHNOLOGY EQUIPMENT An employee shall obtain approval from the Chief Technology Officer or designee before soliciting a donation of technology equipment.

WEB-BASED SOLICITATIONS (CROWDFUNDING) An employee may solicit web-based donations (“crowdfunding”) of money or items for use by the employee in fulfilling his or her professional responsibilities or for the District’s use in accordance with law and the following procedures.

The District reserves the right to review the content of a web-based campaign created by an employee to ensure that the campaign goals and content are in line with the District’s policies and educational program.

DISTRICT APPROVAL OF EMPLOYEE WEB-BASED SOLICITATIONS If web-based solicitation will include the name or images of the District, a District campus, or any student, the employee must obtain prior approval by submitting a written request to the Executive Director of Communications. The written request must include the exact language of the proposed online solicitation, as well as any associated graphics that the employee intends to use in the campaign. Unless granted prior approval, an employee will not include the name or images of the District, campuses, or any students in the solicitation.

The Executive Director of Communications or designee will review the proposed campaign to ensure that the campaign goals and content are compatible with the District’s policies and educational program, which may include the goals and objectives of the District and/or campus improvement plan, and that the employee complies with District requirements. In order to facilitate this review, and to ensure that the District is able to communicate with potential donors in the event of a change in the employee’s status, an employee who seeks approval of a web-based solicitation campaign must provide the password and other related log-in information for the relevant website(s).

PROCEDURES

An employee who solicits web-based donations in the name of the District or a campus or on behalf of the District must comply with the following requirements:

- Structure the crowdfunding activity so that donated funds are deposited into a District account rather than the employee's personal account;
- Agree to use the donations as stated in the campaign;
- Limit solicitations to educational purposes only rather than seeking donations that personally or directly benefit students or employees;
- Set clear beginning and ending dates for the campaign within the same school year;
- Return donations to the donors if for any reason a campaign cannot be concluded (such as when the campaign is not fully funded within the time period required by the website);
- In regard to donated items:
 - Deliver items to the campus principal or appropriate administrator at the location where the items will be used;
 - Ensure that items are consistent with the District's educational program, the District-approved curriculum, and Board policy;
 - Obtain approval from the Chief Technology Officer or designee prior to any solicitation for technology equipment; and
 - Ensure items are safeguarded at time of delivery.
- Use District-approved websites to solicit donations and promote the campaign;
- Ensure donors are notified of any service fees to be deducted from their online donations;
- Satisfy other requirements of websites used in the campaign; and
- Upon completion of the campaign, report donations received to the Executive Director of Communications.