

## COLCHESTER SCHOOL DISTRICT

### **POLICY: FUND RAISING, SOLICITATION, ADVERTISING, AND SURVEYING IN SCHOOLS**

**DATE ADOPTED:** October 17, 2001

#### **PURPOSE:**

It is the intention of the Colchester School District to fund its educational programs through the General Fund Budget approved by the voters whenever possible and practical. Fund raising, solicitation, advertising, and surveying in schools shall occur only when they support district goals. The School Board recognizes the need to prevent exploitation of students, parents and the community. The purpose of this policy is to set some limits on these functions so as to prevent the exhaustion of both the resources and the good will of the school community.

#### **DEFINITIONS**

**Major:** A major fund raising activity is one that involves or may involve the whole Colchester community. An example is the United Way.

**Minor:** A minor fund raising activity is one that involves only the students from one school building. The activity does not involve the whole Colchester community. Bake sales would fit into this category.

**On going:** There are some on-going projects that raise money for school events. Examples include sales at the School Stores, vending machines, the Concession Stand or the Booster Bingo. These fundraisers are on going in nature and the funds are designated to specific clubs or activities. On-going projects may run concurrently with Major and Minor fund raising efforts.

#### **POLICY STATEMENTS**

Fund raising, solicitation, advertising, and surveying in schools are not the primary proposes of the School District. These functions cannot be allowed to interfere with the educational programs.

No staff member or student shall be coerced or forced: to participate in fund raising activities either in selling or purchasing, to actively participate in solicitation or advertising efforts, to participate in surveys.

Commercial or political materials shall not be distributed directly to students or staff.

#### Fund raising

1. The School Board cannot supervise or control the fund raising activities of any autonomous organizations. However, when funds are raised to support school-sponsored activities and programs, such organization shall comply with the guidelines set forth herein.

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 First Reading: September 5, 2001  
 Second Reading: October 17, 2001

2. No fund raising activities or purchases shall cause an increase in the School District's liability either financially or otherwise.
3. The Superintendent of Schools is the approving authority for all major fund raising activities. Building Principals retain this authority for minor fund raising activities within their school building.
4. Any activity, which is partially funded by the School District, must be completely controlled by the School District.
5. Any activity, which results in the School District being represented outside the district, must be under the coordination and supervision of the district.
6. All fund raising related to food sale activities, such as Bake Sales or the sale of candy bars shall not interfere or compete with the Food Service program within the School District.
7. The Administrative Team shall make every effort to coordinate and limit the number of concurrent fund raising activities.
8. All school activity funds shall be deposited into the appropriate building student activity account and shall follow the policy and procedures of the STUDENT ACTIVITY ACCOUNTS POLICY

#### Solicitation and Advertising

1. Students are captive audiences, whose purpose is education. The Colchester School District does not intend to abuse the purpose of that audience by advertising or solicitation for the sale or otherwise promoting products. On the other hand, it may be in the best interest for students to learn about opportunities and products that may be of help or service to them. Additionally some advertisers may contribute to the school district in unique ways in exchange for advertising. An example is the scoreboards at the athletic fields with a soft drink advertisement affixed, which scoreboard is provided by the advertiser at no cost to the district.
2. The principal must approve all advertising, sales or solicitations on school premises. He/she shall use the educational value, age of the students, and nature of the items for sale as part of the decision criteria for such approval. The decisions to approve must be based on benefit to the student above all other criteria.

#### Surveying

1. Surveys of more than one building are considered major and require Superintendent approval. When a survey asks for participation from only one grade in one building, the building principal shall be the approving authority.
2. Surveys that question specific student behavior shall be referred to the Superintendent for approval.

The Superintendent shall develop Procedural Regulations to implement the intent of this policy. He or she may modify those procedures from time to time as necessary for the optimum operation of the School District.

## **PROCEDURAL REGULATIONS**

### Fund Raising

#### Procedures For Autonomous Organizations

1. All organizations must comply with all applicable local, state and federal laws and regulations.
2. The Superintendent (in the case of major) or the building principal (in the case of minor) must be informed of any activity aimed at raising funds for school related activities and programs, prior to the start of any such effort. Information to be provided must include starting and ending dates of the activity; amount anticipated to be raised, a description of the activity, and the purpose for which the funds will be expended. The intent of this clause is informational and possible coordination only, and not control.
3. Funds provided in support of school activities by an outside organization must not place the school in violation of any local, state, or federal law or regulation, nor shall such funds or activities increase the school district's liability.

#### Procedures for School Staff and Organizations

**Major:** A major fundraiser is defined as a project that involves or may involve the entire Colchester school community including out-of-school sales.

1. A major fundraiser will have a designated beginning and ending date.
2. The coach or advisor will present proposals for major fundraisers to the Superintendent via the building principal. Proposals will include: type of fundraiser, product or service to be sold, anticipated income, and intended use of the income.
3. In the event of a district-based raffle, the Superintendent prior to their sale must review raffle tickets. Tickets shall include school district name, sponsoring organization, price, and drawing date. All tickets remain the responsibility of the sponsoring organization with accountability to the Superintendent.
4. Approval by the Superintendent must be obtained before the fundraiser starts.
5. Prior to the start of a major project, the coach or advisor will provide each affected building principal with the Superintendent's approval information.
6. All major fundraisers will be placed on the district calendar of events.

**Minor:** A minor fundraiser is defined as a project that involves only students in a specific building, and does not involve the whole Colchester community.

1. Minor fundraisers may be operated at the discretion of the building principal. The proposal to the principal will include: type of fundraiser, product or service to be sold, anticipated income, and intended use of the income.

2. In the event of a school-based raffle, raffle tickets are to be reviewed by the school principal prior to their sale. Tickets shall include school name, sponsoring organization, price, and drawing date. All tickets remain the responsibility of the sponsoring organization with accountability to the principal.
3. Minor fundraisers may not exceed ten (10) school days. An extension may be granted at the principal's discretion.
4. No funds may be released for the use of the organization until all fund accounting procedures and requirements have been satisfied.
5. Purchases made as a result of these fund raising activities must be approved by the principal and appropriately inventoried or documented.
6. Building principals will assure that parents are notified prior to the start of fund raising projects.

**On going:** An on going fundraiser is one that is continuous in nature and supports a defined project or program. This type of fundraiser does not have the limited time frame that is associated with other fundraisers.

1. No funds may be released for the use of the organization until all fund accounting procedures and requirements have been satisfied.
2. Purchases made as a result of these fund raising activities must be approved by the principal and appropriately inventoried or documented.

#### Solicitation and Advertising

1. Permission to post bulletins announcing services to students or staff must be obtained from the school principal.
2. All sales or solicitations on school premises require the approval of the principal.
3. Availability of any announcements or materials not related directly to the instructional program of the school requires the principal's approval.

#### Surveys

1. Organizations or individuals wishing to survey students or staff must forward their request and a sample survey to the Superintendent or building principal for his/her approval.