

Crowdsourcing Guideline

Complementary

- The purposes for which funds are collected should be consistent with the District's mission and values.
- Activities should support student achievement and not detract from the learning environment.
- Funds raised for school purposes are used to complement, not replace, public funding for education.
- School fundraisers or school donations for the benefit of individuals or families are not allowable. Once money is deposited into a District account it is considered public school funds.

Voluntary

- All students and staff are welcome to participate in fundraising activities.
- Participation in fundraising activities is strictly voluntary for staff and students.
- Parental consent is required for student participation for students under the age of 18. FERPA and IDEA regulations bar disclosure of personal student information without parental consent. Personal information of staff, students or other individuals may not be shared for the purposes of fundraising without prior consent.

Accountable & Transparent

- Fundraising should have a designated purpose and the proceeds should be for that purpose, as intended. Transparent financial reporting practices to the school community should be in place.
- **The percent of funds donated which will be kept by the fundraising platform must be disclosed in the request to donors.**
- A fundraising activity must not result in any staff or volunteer benefiting materially or financially from the activity.

Best Practices in Fundraising

Please Consider:

- The extent and number of fundraising activities at the school each school year.
- Co-ordination of activities across all district schools.
- Impact on classroom time for staff and students and administrative time for school principals as well as support staff.
- Shortages, overages and cancellations; students participating in fundraising activities should not be held responsible for any loss that may be incurred.
- Supporting staff to develop fundraising plans.
- Utilizing fundraising platforms which will provide the greatest benefit for each request. (see Exhibit A for information of some common platforms)

Crowdfunding Sites to Consider:

*** If NOT listed herein; contact Financial Services for help determining ***

the Pros/Cons and viability of a crowdfunding platform

Pre-Approved Platforms:

- RegWerks
 - Pros
 - Lowest fees, 3% Credit Card fee
 - Placed on district/school website
 - Money deposited directly into St Vrain Accounts
 - Cons
 - Not a national platform
 - Need to manage a distribution plan
- FanAngel
 - Pros
 - Low fees, 7% Administrative fee plus 2.9% Credit Card fee and \$0.30 per transaction
 - Gift Letters Provided to Donor by FanAngel
 - Excellent Transparency to Donor on Fees
 - Cons
 - Fees Higher than some other platforms
 - Platform less well known than others
- Gofundme.com
 - Pros
 - Low fees, No Administrative fee plus 2.9% Credit Card fee and \$0.30 per transaction
 - No requirement to fully fund project/campaign
 - Nationally recognized
 - Cons
 - Website does not provide gift receipts to donors
 - Many other campaigns competing for dollars on a large platform
- PledgeCents
 - Pros
 - Platform built specifically for school funding
 - Low fees, 5%-8% and 3% Credit Card fee
 - No requirement to fully fund project/campaign
 - Donors provided District EIN to claim tax benefit
 - Cons
 - Higher fee if goal is not met (8%)
 - Platform less well known than others

Platforms Which Require Area Assistant Superintendent Approval:

- **AdoptAClassroom.org**

Pros

- 501c(3) status provided to donors
- No fees taken from campaign
 - Field Trip campaign has \$10 fee
- Supplies are shipped directly to school from the AdoptAClassroom Marketplace

Cons

- AdoptAClassroom is funded by vendor rebates. Amount retained by platform is not transparent
- Supplies limited to the AdoptAClassroom Marketplace

- **ClassWish.org**

Pros

- 501c(3) status provided to donors
- No requirement to meet full funding request
- Low Credit card fees 2.9% and \$0.30 per transaction and an additional 5% for field trips

Cons

- ClassWish is funded by vendor rebates. Amount retained by platform is not transparent

- **DonorsChoose.org**

Pros

- 501c(3) status provided to donors
- Supplies are shipped directly to school

Cons

- Campaigns must meet funding goal to receive items
- Higher fees 15%

Platforms Which Require Cabinet Approval:

- **SnapRaise**

SnapRaise currently keeps 23%-30% of the funds collected, which is more than double the amount retained by the other platforms. SnapRaise also increases the fundraising goal amount to increase the amount raised. This practice is deceptive and not in keeping with our goal to garner and maintain support from our community.