

## **Online Fundraising Information and Guidelines for CISD Staff**

Board Policy CDC(Local) states: "All employees shall be prohibited from using the name, image, logo, or mascot of the District, a campus, or any student to solicit web-based donations of any kind, including 'crowdfunding' websites such as GoFundMe or Kickstarter." The usage of sites like Amazon Wish List would also fall under this board policy and therefore, are not allowed.

### **CISD staff cannot:**

- Use crowdfunding sites to raise money or supplies for individuals, the classroom or campus. This includes but is not limited to DonorsChoose, GoFundMe, Amazon Wish List and Kickstarter.
- Use images if or information regarding CISD students in grant proposal documentation.
- Use district or campus logos in grant proposal documentation.

### **CISD staff can:**

Submit grant proposals through the Education Foundation to fund projects as outlined by the Foundation guidelines. The Education Foundation will be implementing a new software program that will allow staff to submit grants electronically. Additionally, the Education Foundation will then allow donors to give monetary donations to the specific grants online. Since the Education Foundation is the entity fundraising online this is an allowable practice. *Once the Education Foundation approves and launches the grant, the Educational Foundation will encourage donors to give monetary donations to fund the grant proposals.*

### **Process for approval of grant requests through the Education Foundation:**

- 1) A teacher will be able to submit a grant proposal request using the template provided by the Education Foundation.
- 2) The Principal will need to review and approve the grant proposal including all content - written and collateral images
- 3) Central office staff will need to review and approve the grant proposal including all content - written and collateral images
- 4) Then the Education Foundation will review and publish the grant campaign.

### **How to market an approved Education Foundation grant proposal:**

District employees can share the link to the approved grant request through their classroom webpage, email, newsletter and social media as long as the above items are not violated (use of images of students, use of district/campus logos). Instead, staff

should use the Education Foundation name/image to promote campaigns and not the name or image of the district or campus.

Sample Social Media posts:

- The Education Foundation supports students and classrooms every day. Check out this grant proposal and consider supporting the Foundation's mission. [Insert link]
- Thank you Education Foundation for supporting our students and families. Check out these amazing grant opportunities. [Insert link to grant proposal]