

## Baldwin County Schools Crowdfunding Procedures

Crowd (Online) fundraising involves funding a project by raising donations of money from a large number of people, typically via the Internet. School personnel are encouraged to seek traditional fund raising opportunities before turning to crowdfunding as an avenue for raising funds. If a crowdfunding platform is chosen, school personnel are expected to adhere to the guidelines and procedures. Be aware, the prices for items purchased through these sites are sold at retail and may not provide the best pricing for materials and supplies being requested. **Go Fund Me is not a valid platform for local school fundraising.**

**There are three BCBE pre-approved non-profit platforms for crowdfunding: Donors Choose, AdoptAClassroom, and ClassWish;** however, the following guidelines must be followed for any crowdfunding campaign:

1. A **Crowdfunding Request - Approval Form** must be completed prior to any fundraiser posted on a crowdfunding platform.
  - a. **Other platforms (not pre-approved)** — the fundraiser sponsor should request a contract for review or provide a website that states all conditions and disclosures and submit with the Crowdfunding Request-Approval Form to Brady Hall ([kbhall@bcbe.org](mailto:kbhall@bcbe.org)) in the BCBOE Legal Department prior to entering into an agreement with the company. Upon review of legal terminology, the Crowdfunding Request – Approval form will be routed to the Local School Accounting Coordinator for final review and approval of the CSFO. The school will be notified with the platform is approved. All approval documentation/correspondence should be on file with the fundraiser paperwork for audit purposes.
2. Campaigns shall be in the name of the local school, NOT a BCBOE Employee.
3. Crowdfunding sites must be monitored throughout the campaign and must be taken down when the event is completed or the goal is reached. When posting pictures/videos/images of any student(s) or staff, a written parental consent must be attained before any non-identifying pictures are posted online. Images must exclude names and any identifying information linking the picture to the student/employee.
4. No school banking information should ever be shared with a third party. If applicable, a check from the site organizer should be made payable to the local school, never to an individual. Funds received by an individual could be considered taxable income and possible violations of the Alabama Ethics Law could also occur should this happen.
5. A report of donor payments should be printed to account for any payments made online directly to the fundraising company.
6. All monetary as well as non-monetary items received are the property of BCBOE. All BCBOE inventory policies and procedures must be followed.
7. If the fundraiser includes hardware, software, or web-based subscription purchases, prior approval must be obtained by [ET Services](#) via the ET Helpdesk.

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8. If the fundraiser includes land improvements, building improvements, repairs, renovations, or construction of buildings or facilities on school property prior approval must be obtained from Coordinator of Facilities & Maintenance Department, Frank Boatwright Jr., [fboatwright1@bcbe.org](mailto:fboatwright1@bcbe.org).
9. The following documents must be included in Fundraiser file:
  - \_\_\_\_\_ a. Crowdfunding Approval Form
  - \_\_\_\_\_ b. If applicable, approvals (email) from Central Office department heads
  - \_\_\_\_\_ c. Printout of online payments received
  - \_\_\_\_\_ d. Inventory list of items/books received
  - \_\_\_\_\_ e. Screenshot of Online Campaign page

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### CROWDFUNDING SITE - INFORMATIONAL SUMMARY

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The following crowdfunding sites have been reviewed and pre-approved by the Business Operations/Purchasing Manager. The sites are in order by preference based on review of terms and policies as provided on each company's website. Notations are listed to assist in choosing a site.

1. **DonorsChoose.org** – 501(c)(3) entity
  - Items shipped when project is fully funded.
  - \$30 Fulfillment labor & materials added to each order for administrative cost/delivery of materials.
  - 15% per donation goes to overhead, teacher outreach, maintenance & build of website. Opt-out option available if donor chooses.
2. **AdoptAClassroom.org** – 501(c)(3) entity
  - Funds available when goals have been met.
  - Company operates based on revenues earned from partnered vendors providing supplies.
  - If donations are not requested by teacher, funds can be redirected by AdoptAClassroom.
3. **ClassWish.org** – 501(c)(3) entity
  - Funds are available for use with the first donation. Goals do not need to be met.
  - ClassWish reserves the right to retain donations that exceed the cost of items on wish list.
  - Teachers are responsible for activities that occur under their account and password, should anyone gain unauthorized access to their account.
  - Classwish **may** charge various transaction fees to cover expenses.

#### Terms of fundraisers:

- The term "All or Nothing" (AON) means 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. This term should be avoided as it allows for an option that is not pre-approved.
- The term "Keep It All" (KIA) means that if any amount is reached, the school will receive funding even if the goal is not reached.
- Understand what administrative fee is charged, if any.