

ONLINE FUNDRAISING AND SOLICITATIONS - CROWDFUNDING

Milton Public Schools employees shall comply with all of the following provisions relating to online fundraising activities and solicitations, including the use of crowdfunding services, for school-related purposes as well as with all other applicable laws, regulations and district policies. No online fundraising may occur except as provided below.

Crowdfunding services are defined as any online service used for the solicitation of goods, services, or money from a large number of people via the internet or other electronic network. Examples include GoFundMe, Kickstarter, Indiegogo, YouCaring, and DonorsChoose.

The Superintendent shall have final authority to approve any online fundraising activities by Milton Public Schools employees and shall determine and communicate to Building Principals the circumstances under which online fundraising proposals shall require Superintendent or School Committee approval in accordance with law and school district policy. No employee shall post any fundraising solicitation or submit any proposal to a crowdfunding service except with prior written approval from the employee's Building Principal or, for central office employees, the Superintendent. If an employee's proposal is subsequently submitted and approved by the crowdfunding service, the employee agrees to use the donated materials solely as stated in the employee's proposal.

Solicitations under this policy shall be for educational purposes only (field trips, supplies, supplemental materials, books, etc.). The solicitation of personal items (coats, nutritional snacks, etc.) shall only be to benefit students directly. To the extent an employee solicits any technology or software, the employee shall secure the prior written approval of the Director of Technology or designee prior to any such solicitation. Any employee seeking to display or post a photograph of a student in conjunction with a solicitation must first secure the written consent of the student's parent or guardian and approval from the Building Principal or, for central office employees, the Superintendent.

Employees shall not use a crowdfunding service, or set up a solicitation in such a way, that they are asking for donations directly from people over whom they have authority, or with whom they have official dealings, including but not limited to parents of students in a teacher's classroom. For example, a teacher's solicitation may say "Classroom X needs tissues and crayons," but it should not be directed to parents who have shared email addresses with the teacher for purposes of communicating about their child.

Employees using crowdfunding services shall periodically disclose in writing to the Superintendent the names of all individuals whom the employee has directly solicited in any manner, including but not limited to oral, written, or electronic solicitation. The Superintendent shall maintain these disclosures as public records available for public review.

Employees may only use crowdfunding services that send the items or funds solicited by the employee directly to the employee's school or to the school district. Employees must verify that the crowdfunding service's terms and conditions meet the Milton Public Schools' requirements for such solicitations. Items or proceeds sent directly to employees are considered gifts to the employee and may result in violation of state ethics laws.

If a solicitation is not fully funded within the time period required by the crowdfunding service, or the

solicitation cannot be concluded for any reason, the employee responsible for such solicitation shall use all reasonable means to attempt to return donations to the donors. Donations unable to be returned shall only be used as account credits for future solicitations.

Unless otherwise approved by the Superintendent in writing, all items and/or funds solicited and received through any solicitation shall become the property of the School Committee, and not of the individual employee who solicited the items or funds. The employee is prohibited from taking any such items or funds to another school or location without the Superintendent's written approval.

LEGAL REFS: MGL 44:53A; 71:37A; 268A:3; 268A:23; Ethics Commission Advisory Opinion
EC-COI-12-1

CROSS REFS: GBEA, Staff Ethics/Conflict of Interest;
GBEBC, Gifts To and Solicitations by Staff;
KCD, Public Gifts to Schools

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