

**ADMINISTRATIVE
DIRECTIVE**

Administrative Directive Title: Fundraising Activities	AD Number: 2.601.1	Adopted: October 2015 Former Descriptor: FM16
Policy References: Board Policy 2.601 – Fundraising Activities	Revised: 10/18; 7/19; 8/19; 12/23	

FUNDRAISING APPROVALS

Principals shall obtain written approval from the Finance Director and Director of Schools for all fundraising activities, including online fundraising activities, that involve the participation of the general student population in the marketing process of the fundraising effort. All other fundraising activities, including online fundraising activities, shall have written approval from the principal and comply with Board policy and any corresponding administrative directives. The authorization request shall contain the following information:

1. A list of the proposed fundraising activities;
2. Purpose of the fundraising activity;
3. Proposed uses of funds raised;
4. Expected student involvement in fundraising activity (school-wide, individual class, or club); and
5. Margin of profit and how it is to be paid to the school.

Online Fundraising

Online fundraising or “crowdfunding” on behalf of the district is prohibited unless undertaken by an employee or volunteer with prior written approval under this procedure. Except in furtherance of an approved online fundraiser, employees and volunteers are prohibited from any of the following as part of an online fundraiser or crowdfunding campaign: identifying as an employee/volunteer of the district or stating an association with the district; using a district email address, school name, logo, or mascot; or linking to or referencing any school website, social media site, platform, or account associated with the district.

Before approval of an online fundraising site, the following information shall be determined:

1. The site shall be operated by a legitimate corporation or limited liability company with no history of fraud, unlawful activity, financial mismanagement, or other misconduct;
2. The site shall have a policy that requires all funds raised by an individual on behalf of the school to go directly to the school, not the individual who posted/advertised the fundraising request. This also applies to items that are ultimately purchased as a result of fundraisers (e.g., through sites like DonorsChoose);
3. The site shall require that any materials and supplies shipped to the school become the property of the district or school in accordance with Board policy. Under extenuating

31 circumstances, the Director may approve items being shipped to a teacher's home with the
32 understanding that he/she will distribute items to students. These items will remain
33 property of the school district; and
34 4. The site shall report to school district officials regarding the status of each request as well
35 as any materials delivered to schools.

36 **FUNDRAISING FOR NON-EDUCATIONAL PURPOSES**

37 Any employee seeking to raise funds for non-educational purposes shall submit a written request
38 to the principal and the Finance Director and Director of Schools for approval. The written request
39 shall include the following information:

- 40 1. Purpose of the fundraising;
- 41 2. Source of the funds;
- 42 3. Process that will be used to ensure compliance with the Audit Manual of the Tennessee
43 Comptroller of the Treasury, including but not limited to, the safekeeping of cash,
44 production and retention of records, and production of donation receipts;
- 45 4. How the funds will be used; and
- 46 5. The time period of the fundraising efforts.

47 Students shall not be involved in the fundraising for non-educational purposes. The school
48 bookkeeper shall be responsible for the receipt of any funds raised for non-educational purposes.
49 All disbursements require approval of the principal. The school bookkeeper shall ensure that all
50 funds raised for non-educational purposes comply with the Tennessee Internal School Funds
51 Manual.

Legal References
Tennessee Internal School Funds Manual, Section 4-32