

# Marion County Board of Education

Monitoring:

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## **Fundraising Activities**

**2.601**

**04/22/19**

Rescinds:

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**2.60**

**04/22/19**

### **General**

School officials shall avoid exploiting students, whether by advertising or otherwise promoting products or services, soliciting funds or information, or securing participation in non-school related activities and functions. At the same time, schools shall inform and assist students in learning about programs, activities, or information which may be of help or service to them. To attempt a fair balance, the following general guidelines will apply:

1. Fundraising activities shall be authorized by the board and shall be for the purpose of supplementing funds for established school programs and not for supplementing funds which are the responsibility of the public.
2. Fundraising companies and other salespersons shall obtain permission in writing from the director of schools' office in order to visit the schools.
3. Any commission payable by companies shall be paid in the form of reduced prices to the students or paid into the activity fund of the school for use by the school. No school employee shall personally benefit from any fundraising activity.
4. The principal must obtain written approval from the director of schools or designee 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, must have written approval from the principal and comply with all administrative procedures issued by the director of schools. The authorization request shall contain the following information:<sup>1</sup>
  - a. A list of the proposed fundraising activities;
  - b. Purpose of the fundraising activity;
  - c. Proposed uses of funds raised;
  - d. Expected student involvement in fundraising activity (school-wide or individual class or club);  
and
  - e. Margin of profit and how it is to be paid to the school.
5. The director of schools shall determine whether the activity will benefit the school, contribute to the welfare of the student body and supplement, not replace, funds necessary to fulfill the board's required contributions.
6. Students shall not be excused from a regular class to participate in a fundraising activity. No grade in a subject or course shall be affected by a student's participation in a fundraising activity.

7. No quotas shall be imposed on students involved and their efforts shall be voluntary. Students who do not participate in fundraising activities shall not be punished or discriminated against in any way.

This policy shall not be construed as preventing a teacher from using instructional or informational materials even though the materials might include reference to a brand, a product, or a service.

## **LOTTERIES**

No fundraising activity shall be conducted which distributes prizes or makes awards to winners from among purchasers of chances by means of tickets or otherwise through a random drawing or other random selection process.

## **ONLINE FUNDRAISING**

Individual schools may establish school-wide online fundraising accounts. The accounts must meet all fundraising requirements established by the board and the *Internal School Uniform Accounting Policy Manual*. The principal/designee of each school shall have access to the established fundraising account to ensure all funds are properly accounted for, and the information is recorded in the school's accounting records by the designated personnel. Online fundraising shall not be used on behalf and for the benefit of an outside party.

Employees shall not engage in online fundraising in their official capacity as district employees nor make any reference to non-school sponsored fundraisers, online or otherwise, that would lead another to believe such activity is an approved school fundraiser.

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### Legal References

1. *Tennessee Internal School Uniform Accounting Policy Manual*, Section 4-32

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### Cross References

Student Activity Funds Management 2.900  
Staff Gifts and Solicitations 5.605