



**Responsible Office:** Office of Communications and Community Engagement

**BOARD POLICY 1314**

**SOLICITATION OF DONATIONS, ADVERTISING, AND COMMERCIAL  
ACTIVITIES**

**PURPOSE**

The Board of Trustees (Board) recognizes the value of donations and fundraising in furthering the mission of the Washoe County School District (District). The District seeks to ensure that school sites remain focused on education, rather than as promoters of commercial activity. This policy and any associated documents establishes the parameters through which such activities may take place.

**POLICY**

1. This policy covers the considerations related to solicitation of funds, to include fundraising, donations, and advertising, by and of District employees, students, and the community. While such funds can be a means to further the mission of the District, a school, or a team/organization, the manner in which donations are solicited and/or accepted must be consistent with ethical duties of public employees, and must not distract from learning.
2. The solicitation of funds by a District employee or volunteer:
  - a. Shall not in any way interfere with the performance of duties of any employee or volunteer of the District, to include those of the individual to whom the solicitation is directed;
  - b. Shall be done privately off work hours or while on break;
  - c. Cannot be done utilizing any District resources, including email and supplies; and
  - d. Shall be limited to those organizations approved by the Superintendent or his/her designee.
3. All solicitation of funds, to include the selling of advertising, shall be done in accordance with the policies and other governing documents of the District as well as any applicable, local, state and federal laws and regulations.

- a. If the activity involves a contract with a commercial vendor, the contract shall be reviewed by the Purchasing Department of the District Office of Business and Financial Services.
  - b. Fundraising organizations used for the solicitation of funds must be approved by the District's Purchasing Department and the school site administrator.
4. In order to minimize interruptions to regularly scheduled instruction, school employees shall limit fundraising activities to appropriate non-instructional time periods designated by the principal.
5. Solicitation of Funds for School Related Activities
  - a. A fundraising activity, to include donations and the sale of advertising, is any activity involving the participation of a student body or a school-recognized group, undertaken for the purpose of obtaining funds for the benefit or use of a school or a school sponsored group.
  - b. The school principal is responsible for all activities carried on in the school or sponsored by the school and must approve all fundraising activities. Employees, parents/guardians, and parent organizations shall work in full cooperation with the principal and under his/her supervision in planning special programs and activities, or in conducting any activity that involves the raising of money. Utmost discretion shall be used in limiting such fundraising activities to those that are necessary for the school.
  - c. Student Participation
    - i. The solicitation of funds by students shall be limited to those projects directly connected with a school-sponsored activity. Such fundraising activities must be approved by the principal and are subject to the accounting procedures established by the Office of Business and Financial Services.
    - ii. Students and their parents/guardians who do not participate in school-sponsored fundraising shall not be discriminated or retaliated against in any way. No student shall be required to raise a specified amount of money in order to participate in an activity sponsored by a school-related organization.
    - iii. Off-campus participation in fundraising activities involving students requires prior written consent from the parent/guardian. Such activities must be supervised by District employees and/or a District approved chaperone.

6. Sale of Advertising

- a. The sale of subscriptions or advertising to the public shall be limited to the following areas:
  - i. Advertising sales for school newspapers and other periodic publications;
  - ii. Advertising sales for school annuals;
  - iii. Advertising sales for programs for District sponsored activities, to include, but not limited to, athletics, drama, and musical performances; and
  - iv. Advertising sales of banners to be placed on school property, to include on a gymnasium/multi-purpose room wall, athletic field, or property fence;
- b. The sale of advertising, to include by a school, athletic team or student organization, must be approved by the principal or site administrator and comply with the policies and regulations of the District, to include any applicable procedures of the District's Office of Business and Financial Services, as well as any applicable local, state or federal laws and regulations.

**LEGAL REQUIREMENTS AND ASSOCIATED DOCUMENTS**

- 1. This policy reflects the goals of the District's Strategic Plan and aligns/complies with the governing documents of the District, to include:
  - a. Board Policy 1140, Distribution and Display of Information and Materials to Students and Employees
  - b. Board Policy 3540, Gifts, Bequests, and Donations
  - c. Board Policy 3550, Grant Funds
  - d. Board Policy 4505, Standards of Professional Conduct

**REVISION HISTORY**

Date	Revision	Modification
9/23/1975	1.0	Adopted
6/15/1982	2.0	Revised
9/09/1997	3.0	Revised

6/8/2021	4.0	Revised: remove unnecessary verbiage, provide clarity, and ensure consistency in formatting.
5/20/2024	5.0	Revised: Deleted Section 7 heading error. Updated to current Board Policy masthead.