

Red Oak ISD Crowdfunding Procedures and Application

Frequently Asked Questions
About Crowdfunding

Crowdfunding Policy Procedures
Detailed Procedures

Crowdfunding Guidelines
Guidelines for applying for a Crowdfunding Campaign

Crowdfunding Application
Crowdfunding Application

Crowdfunding Program Summary Report
6 Month Report



Crowdfunding Frequently Asked Questions

What is Crowdfunding?

The practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

What are some sample Crowdfunding platforms: www.Donorschoose.org, www.Classwish.org; www.gofundme.com, www.startsomegood.com. Search "Crowdfunding" or contact the foundation office for more information.

Who can apply for a grant?

Individuals or teams of individuals employed by ROISD who are involved in the instruction of students or related support services benefiting students may apply for a grant.

What types of projects can we try to fund through Crowdfunding?

The purpose of this program is to secure funds for educational projects and programs that directly impact student achievement. The goal would be to secure equipment, supplies, and programs **beyond the normal district budget**. *Resources requested through crowdfunding go beyond basic schools supplies that are purchased by the school district.*

If a program has been funded in the past and is working well, can an individual apply for funds to be used in another grade or another campus?

Yes. Crowdfunding allows for duplication of these programs that have proven effective and beneficial to ROISD students.

Who reviews the applications?

The Crowdfunding Review Committee is comprised of: a ROISD Education Foundation representative, ROISD Curriculum Department representative, along with representatives from other departments as identified based on grant specifics and expertise needed.

Is there a limit on the amount of money I can apply for in my grant?

No, there are not any limits but requests should be reasonable and obtainable. Committee will consider amount for approval.

Can Crowdfunding be used to purchase equipment or materials?

Yes. All equipment and materials must be used to directly impact students and effectively enhance their learning. However, unlike the Foundation requirements that the equipment/materials being a part of a larger innovative and creative program, Crowdfunding campaigns may be used to purchase needed equipment/materials for ongoing needs within the classroom. There is no requirement that the request be for innovation or a pilot.

What types of expenses may not be paid by Crowdfunding campaigns?

Funds must not be used to pay stipends, salaries, online subscriptions, multi-year expenditures, one-time speakers or travel to conferences or training.

What if a campaign is awarded and then a teacher leaves the district, may the teacher take the program, equipment, project with them?

No. The program and supplies that were purchased remain the property of Red Oak ISD. Items must be labeled and designated as property of Red Oak ISD. (ROISD Policy CDC Local)

If there are questions about a Crowdfunding application or idea, is there someone who can answer these questions?

Yes. The Campus Administrator is available to answer any questions about the Crowdfunding process. Suggestions can be given as to what qualities and requirements will make an application more likely to be awarded by the committee.

How many students must be impacted by the project for it to be selected?

There is no minimum regarding the number of students impacted. However, the number of students that will be impacted by a program will be considered when applications are evaluated.

Oops, I forgot to include shipping and handling in my application budget and now I need another \$200 to complete my order! May I go back and submit another campaign for more money?

No. Please make sure these are included in your request. Additional funds needed will be a responsibility of the campus.

Where can I find Crowdfunding resources/sites?

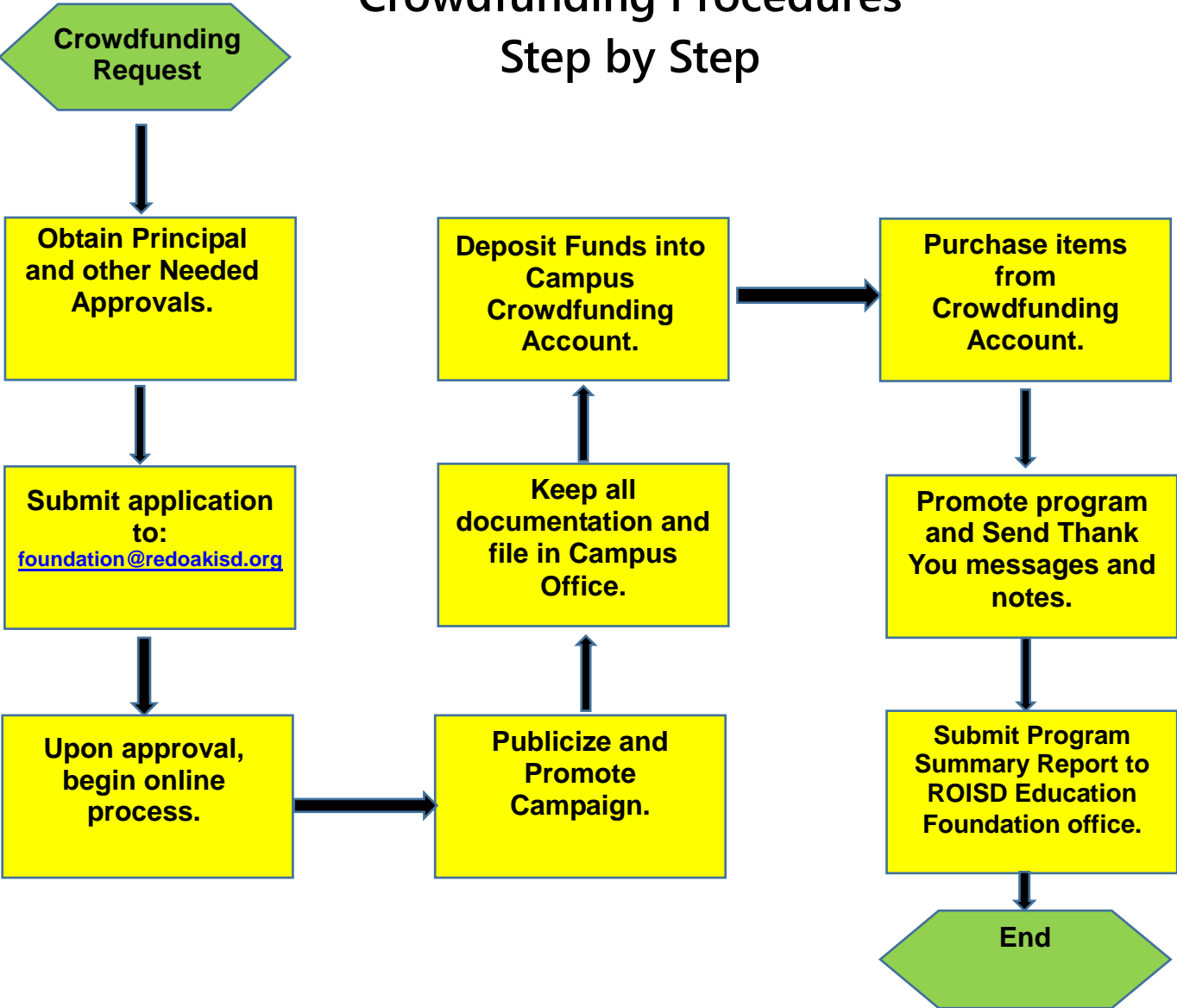
A list of possible crowdfunding sites/resources is available on the ROISD Staff page under the Crowdfunding tab.

Crowdfunding Procedures

1. ROISD considers Crowdfunding to be a fundraiser.
 - a. ROISD Crowdfunding policy, procedures, resources and forms are under the Crowdfunding tab on the STAFF page at www.redoakisd.org
2. All requests should follow the Guidelines for Crowdfunding.
3. The principal/director must pre-approve the Crowdfunding project/request PRIOR to it being submitted to the Crowdfunding Committee for consideration.
4. Crowdfunding Platform terms:
 - a. When using crowdfunding platforms there can be different terms. Principals or directors should understand the terms prior to the start of a project:
 - i. AON – All or Nothing. This means that if the amount requested is not reached, the project does not get funded.
 - ii. KIA – Keep it All. This means that if any amount is reached, the school will get a check even if the goal is not reached. Ex: If request is for 20 items and the project does not raise enough to purchase all 20, you will purchase as many as allowed with the amount raised.
5. It is the responsibility of the staff member submitting the request to monitor and take down sites when the event or request is completed. In addition, the staff member submitting the request must also facilitate the communication of the program. This will only be done at the campus level. (Teacher webpage, grade/campus Social media pages, campus newsletters etc. Please refrain from emailing parents)
6. Applicant should research and consult with appropriate departments to ensure compatibility as well as following district purchasing policy in regards to the following:
 - a. Equipment – if the request involves equipment (either technology or non-technology) pre-approval is needed and required to be obtained from:
 - i. Technology: request for quotes need to be sent to the ROISD Technology Department for district pricing as well as ensure requested equipment is compatible.
 - ii. Maintenance: request should be submitted to the ROISD Support Services Department as electric, plumbing, etc. considerations may need to be reviewed before any equipment is ordered.
 - iii. Special Education: request for use in a special education classroom should be submitted to the ROISD Special Education department for consideration
 - b. Curriculum: Requests for instructional materials or items not currently part of the district program should be submitted for pre-approval.
7. All non-monetary items (supplies, equipment) obtained are the property of ROISD and all inventory procedures apply. Inventory procedures are located on each campus.
8. All monetary donations must be recorded by the school and deposited in to campus accounts for Crowdfunding.

9. When developing a project, be mindful to ensuring the grant falls within the overall vision and goals of the district: 4 Talons - Academically Prepared ; Open to Challenges of Learning; Fair, Respectful and Well rounded; and Leave a Legacy.
10. When posting pictures/videos/images of any students or staff, all ROISD policies and procedures must be followed. Some platforms require their own student permission forms. The ROISD image release information for students can be found in the student handbook. Staff submitting the request will need to verify that all the students have permission to be photographed for the project.
11. A file is to be maintained at the school for any Crowdfunding request. This file must include: the review committee approval form, the written detail of the project as well as what is posted on the platform website, any photos or images posted with the project and a copy of all agreements and permission forms.
12. Financial Responsibilities: All parties must follow and adhere to ROISD financial policies located in the Financial Procedure Manual.
13. All Crowdfunding communication should include the following statement: *“Resources requested through crowdfunding go beyond basic schools supplies that are annually purchased by the school district. They help support the innovative projects that allow our students to be far more than average. Thank you for your consideration and your generous support!”*
14. A Crowdfunding Program Summary Report should be completed and submitted to the Red Oak ISD Education Foundation office within 6 months of when campaign ends.

Crowdfunding Procedures Step by Step



Crowdfunding Campaign Guidelines

CROWDFUNDING CAMPAIGN

A **CROWDFUNDING CAMPAIGN** is designed to encourage individual educators to develop and/or support instructional programs that stimulate thought and advance new approaches to teaching in all curriculum areas PreK-12. They can be used for classroom programs or for larger projects to fund a program, department, grade level or campus (these projects focus on particular subject areas and are expected to impact a greater number of students).

Eligible Applicants:

Applicants must be ROISD Classroom teachers directly involved with the instruction of students.

Required Signatures:

- Applicant(s) as well as all other administrative signatures which may be required.
- In the case of “team” proposals, all members of the team must be a party to the application as well as all other administrative signatures which may be required. (Ex: 6th Grade Center or 11th Grade Math) A Project Director **must** be designated to assume overall administrative responsibility for the project.

Award of Funds:

Crowdfunding Campaigns should be reasonable and for only amount needed for project/equipment.

Implementation Timeline:

Projects must be designed to begin during the current school year.

Eligible Projects:

All projects **MUST** directly involve the instruction of students. Requesting alternate funding for an existing project or program is allowed. The campaign proposal must include clearly stated objectives, detailed instructional procedures, and measurable evaluation procedures to evaluate the success of the project.

Crowdfunding can be used to obtain items not eligible under the ROISD Education Foundation Grant Program. Therefore, it can be used to fund the continuation of existing projects or to fund projects that exist on other ROISD Campuses. It can also be used to purchase additional equipment.

Selection Criteria:

The following criteria will be considered by the Crowdfunding Review Committee

Crowdfunding Campaign projects should:

- **Directly** involve students and their achievement
- Impact as many students as possible
- Have defined objectives
- Detailed instructional procedures
- Include evaluation procedures that measure program/project outcomes
- Be logical, clear and concise

The Crowdfunding Review Committee will consider the degree to which the proposal

- addresses campus or district goals
- relates to the Texas Essential Knowledge and Skills
- will impact students in the future
- is clear and logical, including:
 - Purpose and objectives are specific and feasible;
 - Details of instructional activities are fully outlined;
 - Evaluation is measurable and is aligned to the stated objectives;
 - Correlation between purpose, objectives and evaluative procedures.

Covered items include:

- Equipment, materials, or technology.
- Equipment and/or materials for parent/family home use that include a parental agreement and a final evaluation that accounts for the materials and/or equipment
- Proposals that incorporate additional funds and/or community resources.

Excluded items include:

- Field trips.
- Salaries (including stipends and substitute teacher pay)
- Staff development (registration, fees, lodging, travel, meals)
- Consultants or paid speakers
- Honorariums
- Requests for an excessive dollar limit. Fundraising amounts should be reasonable and obtainable.

Selection Process:

Applications will be reviewed by a Crowdfunding Review Committee made up of the following:

- ROISD Education Foundation Representative(s)
- ROISD Curriculum Department Representative(s)
- Other ROISD Departments as necessary (technology, special education, maintenance, finance, etc.)

The Grant Review Committee shall review submitted proposals upon receipt.

For each Crowdfunding application submitted, the committee shall make one of the following recommendations: (a) approve; (b) disapprove or (c) returned for revision/ reconsideration.

If recommended for approval, the applicant and principal will be notified to proceed with the campaign.

Notification of Award:

Applicants will be notified of decisions within 2-4 weeks of receipt of application by committee.

Responsibilities of Approved Crowdfunding Campaign Applicants:

- Use the funds for the purposes intended.
- Inform parents about student opportunities when the project is funded and implemented.
- Provide updated information to the ROISD Communications Department for coverage of the program.
- Complete an evaluation form furnished on the ROISD Staff page under "Crowdfunding" within 6 months after being awarded the funds.
- Follow procedures for handling funds and purchasing items. See ROISD Financial Procedure Manual
- All receipts, documentation, invoices, etc should be maintained in a project file maintained at the campus.
- Agree to share successful procedures in staff development sessions.
- Mail or email Thank You notes to donors (if applicable and allowed)
- Document the full implementation of the project including pictures, samples, and even video that can be used by the district for promotional purposes.
- All equipment and materials are the property of Red Oak ISD. (ROISD Policy CDC Local)
- All approved projects must include the following statement in all promotional materials (email, posts, etc.):
"Resources requested through crowdfunding go beyond basic schools supplies that are annually purchased by the school district. They help support the innovative projects that allow our students to be far more than average. Thank you for your consideration and your generous support!"
- Submit a Crowdfunding Program Summary Report no later than 6 months after campaign ends.

Completing the Application:

The project is appropriate if you can answer yes to the following questions:

- Will the project improve student learning?
- Does the project address the TEKS?
- Is the project instructional to students?
- Can objectives be measured?
- Are the objectives clear?

Summary:

Write a brief summary of your project. Discuss your expectation of outcomes in general terms. What do you hope to achieve? How will this project enhance the education of students?

Purpose:

Tell what you hope to achieve. What will be different or better if the project is successful? Keep the statement simple and straightforward. Promise only what you can reasonably expect to achieve.

Need/Rationale:

What specific need(s) does this project address? How will the project improve student learning in this area? How does the project relate to the campus or district plan? Discuss, TEKS that will be addressed by this proposal. (Attach technical list of TEKS to the end of this application.)

Objectives:

List the main objectives of your project. List objectives in terms of "students will.....". Objectives should be clear and measurable. Be specific. Link the objectives to instructional activities and evaluation procedures.

Instructional Activities:

Describe proposed activities and tasks. What actions will you take to meet the objectives? How will the project be implemented? Provide details so that the evaluation committee can distinguish ideas. Link the instructional activities to objectives and evaluation procedures.

Evaluation Procedures:

Describe how you will measure the success of your project (outside of standardized testing)? How will you know that this project was successful? What methods of evaluation will be used? Identify ways the outcome will be measured. Once you have the results of the project, how do you plan to share your knowledge with your peers? Link the evaluation procedures to objectives and instructional activities.

Budget:

What do you need to make this project happen? List detailed information on how the funds will be spent. Do NOT guess at prices. Research what the actual cost will be for each budget item. **Do not forget to include shipping and handling costs.** If possible, get a quote from your supplier that is good for 90 days to ensure that your costs will be the same at the actual time of purchase.

- Technology items require an official quote from the Technology Department.
- Furniture items must go through the Purchasing Office in Business Office.

Red Oak ISD Crowdfunding Application

Project Title: _____

Amount of Funds Requested: _____

Campus: _____

Primary Applicant to contact regarding this project: _____

Email address: _____

Number of Students Impacted: _____

Additional Applicant Names (if any)	Grade & Subject	Name of Campus

If more than five applicants, please include additional applicants on a separate piece of paper and insert after this page in your application.

Signature of Lead Applicant : _____
In signing this application, I am certifying that this proposal has been presented to the necessary departments for review and have obtained permission to proceed. (Campus Principal, Technology, special education compliance, etc.)

Campus Principal: _____
In signing this application, I am certifying that this proposed project would be a good use of funds for our campus.

It is recommended that applicant(s) send proposal to the following departments for recommendations and suggestions before submitting for final approval. Once final application is ready – please obtain the required signatures.

Director of Technology: _____ (if required)
In signing this application, I am certifying that the technology components of this proposed project have been approved by Red Oak ISD.

Director or Assistant Director of Special Education: _____ (if required)
In signing this application, I am certifying that the proposed program would be a good use of funds for the Red Oak ISD Special Education program.

Director of Support Services: _____ (If required)
In signing this application, I am certifying that the proposed program is within the district guidelines for facilities.

Director of Finance / Purchasing Office: _____ (If required)
In signing this application, I am certifying that the proposed program meets all district finance guidelines and purchasing requirements.

Executive Director of Elementary or Secondary Learning: _____ (REQUIRED)
In signing this application, I am certifying that the proposed program would be a good use of funds for designated Red Oak ISD classroom or campus.

DATE RECEIVED by the ROISD EDUCATION FOUNDATION OFFICE _____

RECEIVED BY _____

Crowdfunding Application

Please refer to *Crowdfunding Application Instructions* for information needed in the following areas...

Summary of the Project (100 words or less):

Purpose:

Need / Rationale:

Objectives:

Instructional Activities:

Evaluation Procedures:

Applications must be received by the ROISD Education Foundation office or emailed to foundation@redoakisd.org

Budget Worksheet:

Item Code	Budget Item	Vendor	Unit Cost	Shipping	Qty.	Total Cost
TOTAL						

*******Please include shipping and handling charges in total!*******

CROWDFUNDING PROGRAM SUMMARY REPORT

Project Title: _____

Project Coordinator: _____

Campus: _____

Campaign Start Date: _____ Campaign End Date: _____

Full Funding Received? _____ Amount Received: _____

Implementation Date (or when items were received and placed into use): _____

Give a brief description of the project:

Explain how the objectives of the program met the instructional goals of the District.

Explain the evaluation method used to measure the effectiveness of the program. What were the results of your evaluation?

Please provide a brief description of how you publicized your new program/equipment and shared with donors, parents and staff.

Were Thank You notes distributed to donors? _____ How? _____

Please note that this report should be submitted to the ROISD Education Foundation office within 6 months after the Crowdfunding campaign ends.