



ROISD Crowdfunding Guidelines

Crowdfunding campaigns are designed to procure funds for both supplemental, sustainable instructional materials and teacher/student comfort or consumable items. The two differences are important in supporting educational classroom settings for students, creating a culture, and supporting curriculum materials provided by Red Oak ISD.

These guidelines provide an overview of procuring both types of materials and outline the who, what, when, where, and why of crowdfunding for ROISD educators.

These guidelines were developed by the ROISD Cabinet to ensure processes are in place including eligible projects and the application processes, funding oversight and ownership, and grant management. Excluded items include salaries or stipends, honorariums, field trips, paid consultants or speakers, staff development/travel expenses, or requests for excessive dollar amounts.

November 2024

AMAZON WISHLIST

The following guidelines are for Amazon Wishlist and similar platforms for teacher/student comfort or consumable items.

The procurement of these items is private and individual. Educators frequently create Wishlists for cool, unique items that make their classroom personable. The 'marketing' of such Wishlists is through their personal connections including family and friends. District marketing via social media of such lists is prohibited.

These items are supplemental to the basic educator items provided including pens and pencils, highlighters, paper, etc. All classrooms in Red Oak ISD have student and teacher desks, bookshelves, built-in or filing cabinets/storage, etc.

The items obtained through an Amazon Wishlist, or similar platforms, should be used/available in the classroom the year they are acquired.

Unlike fundraising, Wishlist fulfillment involves the direct purchase of an item that is shipped to the educator, thus, these items belong to the individual educator. District staff and resources cannot repair or service any electronics acquired for use. Educators shall not purchase items considered to be 'curriculum' materials.

DONOR CHOOSE

The following guidelines are for Donors Choose and similar platforms for sustainable, supplemental instructional materials including technology or curriculum to use in addition to provided items.

The procurement of these items is public and often supported by the public, foundations, and outside individuals. Items may include larger items for classrooms, technology devices, enhancements or software, or unique educational kits for supporting curriculums such as robotics, health science, construction, or other large projects.

The 'marketing' of Donor Choose may include an educator's personal connections including family and friends, but Donors Choose also markets projects on behalf of the teacher. District marketing via social media of such items is allowed.

These larger projects must be approved by the campus administrator and Cabinet notified (see process below). If any technology, facility, or curriculum impact is included, the cabinet-level supervisor must approve the project **BEFORE** it is submitted to Donors Choose.

Donors Choose also vets each project before listing and will only fund the item(s) when the complete amount is met. Partial funds do not go to the campus or educator for any other use. If fundraising is met, the items are shipped directly to the school for use at that particular school. As such, these items belong to the campus and Red Oak ISD. District staff and resources may be used to repair or service any electronics acquired if they have been inventoried with the appropriate department.

The items obtained through Donors Choose, or similar platforms, will be used/available in the classroom the year they are acquired and may move with a staff member within the district. Should the staff member leave the district, the items remain on the campus received since donors are donating to ROISD.

It is recommended to submit Donors Choose projects in August and January.

Donors Choose Approval Process:

1. Submit the attached form to the campus principal/director.
 - a. The request can be approved, denied, or returned for revision.
2. If the principal/director approves, they will forward it to C&I / Technology as needed for further approval and then to Cabinet for notification.
3. Once steps 1 & 2 are complete, the requestor can then submit to Donors Choose or other type platforms.
4. The staff member will update the campus principal/director on the Donors Choose funding progress.
5. Donors Choose projects that are funded, will be reported to Cabinet through a shared Google Form annually.
 - a. All funded projects will be implemented as expeditiously as possible in the current school year.
 - b. Technology will be notified of any devices for inventory purposes.

Comparison of two major platforms

	Amazon Wishlist	Donor Choose
Type of items	Consumable, class comfort	Supplemental, instructional
Supporters	Friends and family	Outside sources, the public, foundations, friends/family
Limits	No limit	No limit
Marketing	Educator/teacher to supporters	Platform marketing, ROISD
Approval Process	None	Vetting by campus admin., Tech/C&I if needed, Cabinet Approval
Ownership	Educator/teacher	Campus, ROISD
Support for items	None	Campus, ROISD

ROISD Crowdfunding Application

Primary Staff Member Name _____ Date _____

Project Title _____

Amount of Funds Requested _____

Platform Being Used: Donors Choose Other _____

Campus _____

Number of Students Impacted _____

Additional Staff Members Names: _____

Summary of Project:

Primary Purpose, Specific Objectives:

Instructional Activities:

Lead Applicant Signature _____ Date _____

Principal/Director Decision: Approve Denied Returned for Revision

Principal/Director Signature _____

Superintendent/Designee Approval _____

Additional Signatures as Needed (print and sign name on the line)

Chief Academic Officer _____

Chief Secondary Schools _____
(All ROHS and MS projects)

Chief Technology Officer _____

Exec. Director Specialized Learning _____

Exec. Director Support Services _____

By signing off the the above project application, you certify that the project is approved and will be supported by ROISD for implementation.