

School District of Greenfield
High School Fundraising
Updated 9/24/2019

Purpose

Greenfield School District has contracted with Classmunity for all district fundraising functions. Classmunity is a web-based, end-to-end fundraising management service designed to assist K-12 school districts to raise money easily, professionally, and securely.

Classmunity provides our district with a specific website for community and family members to donate with ease. For Teachers/Coaches/Advisors, Classmunity provides an integrated pre-approval process, that no longer relies on paper/email approval of fundraising campaigns. Teachers/Coaches/Advisors can quickly and easily create campaigns and administrators can easily approve/deny/request revisions to fundraising campaigns. Classmunity provides school administrators comprehensive management of fundraising campaigns, through an efficient approval system, real-time monitoring, and daily reports.

The goal of participating with Classmunity is to keep all fundraising campaigns safe and secure. Promoting and sharing campaigns is made easy with one-click sharing to Facebook, Twitter, or email.

Managed By

- Users (Teaching Staff/Advisors/Coaches)
- Building Secretary/Athletic Secretary
- Athletic Director/Principals/ District Administrators
- Business Office Staff

Applicable District Policies

- Student Fundraising – Policy No. 5830
- Crowdfunding – Policy No. 6605
- Student Activities Funds – Policy No. 6610
- Advertising and Commercial Activities – Policy No. 9700.01

Procedures

 **Fundraising Categories**

- Classroom Fundraisers
- Trip Funding Efforts
- Athletic Fundraisers
- Extra-Curricular Fundraisers
- Donors Choose (approval side only)

 **Fundraising Requests**

Any activity that collects donation funds from students, parents, community members or businesses must have a Classmunity Campaign created and approved prior to collecting funds or advertising the activity. Other crowdfunding or fee collection sites (i.e. GoFundMe, Paypal, Kickstarter, Crowdfunder, etc.) are usually not allowed for use in the District. Some fundraisers

are unique and may be conducted through another website, however the fundraiser must still be approved *and promoted* through the Classmunity platform. Donors Choose is an example of an allowable site that may be promoted through Classmunity once approved.

Process

Creating Fundraiser Campaign for Approval

1. The staff member, advisor or organization's officer/designee (User), must go to <https://www.classmunity.com/greenfieldwi> to create a user account with Classmunity.

*Click [here](#) for instructions to create your account

2. The User should log in to their account on the Classmunity website and create a Campaign to be submitted for approval.

*Click [here](#) for instructions to create a campaign

3. The Classmunity Campaign is processed through the appropriate channel for review and approval (ie: Athletic Director, Building Principal, District Administrator), an email is automatically generated to the administrator notifying them of the request for review upon the completion of Step 2.
4. The User is notified via an email that is automatically generated from Classmunity, once the Campaign has been reviewed and a decision has been selected; whether it is approved, in need of revisions or denied.
5. If the Campaign is approved fundraising may begin, otherwise per the results of the review the appropriate course of action should be taken at this point (ie: change of date, venue, etc.).

Note:

- Electronic transactions via Classmunity are the preferred method of collecting donations. It should be encouraged and utilized to reduce the possibility of fraud, theft and lost monies. The handling of cash or checks is discouraged; however, if cash and/or checks are collected, these transactions should be entered into the campaign by the Student/Advisor/Coach at the point of sale to fully document the success of the event. Obtain and complete the Fundraiser Deposit Form in the High School Main Office and provide Classmunity Lock Box report to deposit funds. Cash collections must be reported daily once received.
- Other fundraiser sites may be approved and promoted on the Classmunity platform. Under no circumstance may personal banking info or district banking info be used to collect funds from these sources; funds must be paid out to the district via check from other sites to be allowable and will be manually added into the campaign by the Athletic office.

Responsibilities

User:

1. Enters campaign into Classmunity
2. Ensures that any cash or checks collected are counted and turned in (along with backup) to the building Secretary for safekeeping at the end of each school day.
 - ❖ It is preferred that the Students/Advisors/Coaches are entering cash/check transactions into Classmunity at the point of sale, in order to provide the purchaser a receipt of the transaction.

*Click [here](#) for instructions to enter In-Person Donations

3. Reviews Classmunity campaign to verify the total amount received by the fundraiser is included under the campaign (online sales + cash/check deposits).
4. Verifies fundraiser collection information in Classmunity matches district reports (Skyward).

Building Secretary:

- Deposits funds promptly and forwards deposit receipt with backup to **Controller** and **Athletic Secretary**
 - ❖ **Athletic Secretary** will verify/enter cash deposits into the campaign to record total revenues of the fundraiser
- Provides **User** with Skyward Revenue & Expense reports as requested
- Processes any purchase order or credit card transaction relating to the fundraising activity, ensuring appropriate accounts are used

Building Principal/Athletic Director/District Administrator

- Review and approval of fundraising activity according to Board of Education policy
- Provides **User** with all applicable Board of Education policies and fundraising procedures
- Review of all fundraising expenses to ensure that they are reasonable, consistent with the purpose of the fundraiser and comply with Board of Education policies, that actual revenue was similar to expected revenue; and that profit was reasonable
- May specify times and places in which funds may be collected
- Describes permitted methods of solicitation
- May limit the number of fundraising events

Controller

- Manages banking/fund information entered into the Classmunity system
- Enters cash and check receipts provided by building secretary into the Skyward Financial System
- Enters monthly credit card receipts from Classmunity into the Skyward Financial System as part of the end of month reconciliation process
- Internally audits campaigns on a monthly basis
- Reconciles Classmunity fundraising to district financial accounts

Audit/Accountability

The Controller shall:

- On a monthly basis, review approved Classmunity Campaigns for compliance with District policies and procedures
- Provide an audit summary to the **Finance Director**
- Provide an annual report to the Board of Education via Board Docs at the end of each fiscal year

The Finance Director/Athletic Director shall:

- Review monthly discrepancy reports to determine if corrective action is necessary. Corrective action may include additional procedures, training, and/or communications with Building/Department Administrator.

Contact Information

Classmunity

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Controller

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