

# Williamson County Board of Education

**Adopted Date:**

1/21/03  
Rev. 8/20/07;8/15/11

6.701

STUDENT SOLICITATIONS AND FUNDRAISING  
(Page 1 of 3)

1 **STUDENT SOLICITATIONS:**

2 Schools and students are not required to be agents for the distribution of solicitation materials. At the same  
3 time, schools should inform and assist students to learn about programs, and activities or information which  
4 may be useful to them. To attempt a fair balance, the following general guidelines apply:

- 5  
6 1. Announcements over the school public address system and/or permission to  
7 post bulletins may be approved by the principal if they announce a program or  
8 service for youth by a nonprofit local agency.  
9  
10 2. Materials soliciting money or information may not be distributed without  
11 specific Board approval.  
12 **EXCEPTIONS:**  
13 (a) If the school or the school's approved school support organizations solicit  
14 student information for the purpose of a school directory or program, such  
15 action shall not require Board approval.  
16 (b) Directory information on high school students shall be released to military  
17 recruiters except when the student or his/her parents refuse said release  
18 in writing through established "opt out" procedures.  
19  
20 3. Community Service Projects: The Board wishes to encourage the involvement  
21 of students in civic and charitable endeavors for the betterment of the  
22 community. Therefore, community service projects are permitted only with  
23 principal approval and if they are led by a student or an approved school  
24 support organization. Some examples of these might be Angel Tree, can  
25 drives, blood drives, environmental community projects, etc.  
26  
27 4. Direct sales by outside vendors to students in school are prohibited, except  
28 that principals may provide lists of vendors carrying certain items (e.g.,  
29 physical education suits) or the principal or designee may authorize vendors to  
30 display and/or carry and charge for miscellaneous items (e.g., pens, pencils,  
31 school T-shirts, class rings, etc.) or permit student organizations to vend  
32 products on a controlled basis.  
33  
34 5. Except as otherwise required by law no employee of WCS shall furnish any list  
35 of names of students, teachers, or other employees to any individual, firm or  
36 company without the approval of the Principal. Any student or employee may  
37 request that his name be omitted from such approved list.  
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39 Nothing in this policy should be construed as preventing a teacher from using instructional or informational  
40 materials even though the materials might include references to a brand name.  
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1 FUNDRAISING:

2 The Williamson County Board of Education has adopted the Tennessee Internal School Uniform Accounting  
3 Policy Manual. Disciplinary action and/or personal financial sanctions may result if any WCS employee or  
4 sponsor of a student organization knowingly authorizes or allows unapproved fundraising activities.

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6 DEFINITION OF FUNDRAISER:

7 For the purposes of this policy, a fundraiser is considered to be any activity conducted by the school or an  
8 approved school support organization which is intended or designed to provide supplemental revenue for the  
9 student activity general fund or an individual club or class account. Fundraising activities may include, but  
10 are not limited to, vending operations, bookstores, pictures, concessions, carnivals, book sales, or similar  
11 activities. Fundraising activities do not include membership dues, fees, fines, ticket sales for sanctioned  
12 athletic events and similar fees.

13  
14 All fundraisers will be designated as: ACTIVE or PASSIVE at the time they are planned.

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16 ACTIVE FUNDRAISERS:

17 Involve students during instructional time in the school day.

18  
19 PASSIVE FUNDRAISERS:

20 Do not involve the students during instructional time in the school day. (The fundraiser is held during a non-  
21 instructional period of the day such as lunch and recess, class changing time, or outside of school hours.)

22  
23 How a school structures the fundraiser determines if it is active or passive. The principal and the approved  
24 school support organization should work together jointly to set up the fundraisers (i.e.: have an assembly or  
25 not, use part of the instructional day, structure the fundraising event so that it complements or encompasses  
26 a curricular objective, etc.). For example, if an assembly or party is planned to introduce the fund-raiser or to  
27 conclude the fund-raiser, even for only a 20 minute period during instructional time, the fundraiser becomes  
28 an ACTIVE fundraiser, even if the majority of the fundraiser is done during non-instructional time.

29  
30 Examples of fundraisers include, but are not limited to:

31  
32 ACTIVE:

33 School pictures, rings (if there is an assembly), some "fun-runs", "read-a-thons" (if an assembly or celebration  
34 party during instructional time is used as an incentive), prom fashion assembly, assemblies where children  
35 pay to get in (teacher / student basketball games, etc.), and spring fling or field day where items are sold as  
36 fundraisers.

37 PASSIVE:

38 Market Day, Kroger Cares, Christmas Greens, vending machines, some candy and cookie sales (i.e., sold  
39 between classes), bookstores, phone book collection, can drives, yearbook sales.

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41 OBTAINING DIRECTOR OF SCHOOLS APPROVAL:

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43 All fundraisers must have prior approval from the Director of Schools or the Director's designee.

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45 The Board authorizes the Director of Schools to approve annually the following:

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47 ACTIVE FUNDRAISERS:           Elementary Schools:           (4 per year)  
48   Middle and High Schools:       (5 per year)

49  
50

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STUDENT SOLICITATIONS AND FUNDRAISING  
(Page 3 of 3)**GENERAL POLICIES RELATING TO ALL FUNDRAISERS:**

In addition to the above, the following policies apply to fundraisers (restricted and general):

1. Grades will not be affected by fundraising activities. No points shall be added to or removed from grades, because of, or to encourage, fundraising participation.
2. Students will not be dismissed from school as a reward for fundraising.
3. Door to door sales are discouraged below high school.
4. No student will be penalized or singled out for choosing not to participate in a school fundraiser.
5. Individual prizes to encourage fundraising are discouraged but left up to the discretion of the principal. If end-of-fundraising celebrations are used to encourage participation, no student shall be excluded from the celebration based on that student's fundraising input. For example, if a DJ party or pizza party is planned for the class, all students in the class will attend.
6. All students engaged in soliciting advertisements for annuals, school magazines, sports programs, or other school based fundraising, will do so outside of instructional time. This policy is not meant to restrict the activity of classes in which soliciting is a curricular component of the class (e.g., yearbook class).
7. Funds deposited into the student activity general fund may be spent for materials, supplies and equipment that enhance the instructional program provided by the Board through its operational budget. The student activity general fund may not be used for:
  - a. Memberships of any kind.
  - b. Staff gifts and meals.
  - c. Permanent additions to buildings (such as a classroom)
  - d. Staff development and training.
8. Funds derived from fundraising events to be deposited to a restricted account of the individual schools activity funds must be spent for the purposes approved by the appropriate body that sponsors the account. The purpose shall be reduced to written form and shall remain on file at each school for audit purposes.

**Legal References:**

Family Educational Rights and  
Privacy Act (FERPA), 20 U.S.C. 1232g  
TCA 49-2-601, et seq.

**Cross References:**

5.605 Staff Gifts and Solicitations  
6.710 Gifts  
2.900 Student Activity Funds Management