

Discussion Guide: Policy CND, School-Related Fundraising

1) Topic: Sales Incentives

- a) *Issue:* The policy currently contains no guidance or limitations on incentives. Students who get substantial parental assistance in generating sales often raise far more money than students whose parents do not/cannot assist them in this way. One recommendation has been to make sales incentives the same for all participants. Some people believe this will not provide enough incentives resulting in low sales.
- b) *Question:* With the lack of guidance, issues of equity have been raised. What guidance would you suggest for the policy in order to address these issues?

2) Topic: Door-to-Door and Street Median Sales

- a) *Issue:* Both existing Montgomery County Public School (MCPS) policy and Maryland PTA guidelines¹ prohibit door-to-door sales by students. The draft of the revised policy prohibits street median sales by students as well. It contains no prohibition on curbside. Student safety concerns have been raised, but may depend on the age of the student and the supervision available.
- b) *Question:* What statement, if any, would you recommend about curbside sales?

3) Topic: Fundraising Versus School Budget

- a) *Issue:* The existing policy contains a statement that parent groups are not expected to raise funds to support specific programs or purchase materials to enhance the instructional program.
- b) *Question:* Is a statement of recognized purposes for fundraising more appropriate (stated in the positive) or should the existing statement be retained or modified?

“Parent groups are not expected to raise funds to support specific programs or purchase materials to enhance the instructional program.”

4) Topic: Privacy Surrounding Benevolent Activities

- a) *Issue:* The policy currently contains no guidance on student privacy related to benevolent activities.
 - i) *Example:* Students who receive winter coats, field trip scholarships, based on anonymity.
- b) *Question:* Should a revised policy include a statement about protecting, to the extent possible, the privacy of students or families receiving assistance from school fundraising efforts? What language would you recommend?

¹ *Cash Encounters*, Maryland PTA.

- 5) *Topic:* Equity Among Schools/Donations to Sister Schools
 - a) *Issue:* The policy currently contains no position statement encouraging contributions from a group at one school to another school with less fundraising capacity.
 - i) *Example:* Sister schools who donate items or cash
 - b) *Question:* Should a revised policy include a statement about encouraging equity among schools through donations from one to another?

- 6) *Topic:* Advertising Versus Sponsorship Versus Endorsement
 - a) *Issue:* The policy currently states that MCPS does not endorse products that are sold nor does it sanction services offered. Since the policy was last revised, businesses have found a number of ways to market themselves through programs that return funds to schools. This has raised some questions as to whether or not certain types of fundraising relationships are appropriate.
 - i) *Example:* Ledo's, Barnes and Noble, Safeway, realtors, mortgage brokers
 - b) *Question:* Is there a need for a statement that provides guidance about appropriate fundraising relationships? About accepting these offers?

- 7) *Topic:* Disclosure
 - a) *Issue:* The revised draft policy states that all revenues from fundraising activities must be disbursed for the purpose for which they were intended, such as for a playground campaign, Red Cross drive, and hurricane relief. The disclosure issue becomes cloudy when funds are raised in excess of the target goal especially when purchasing an item versus when a fundraiser is for a charitable cause.
 - b) *Question:* What policy language would you recommend regarding disclosure when funds raised exceed the cost of the item?

Please Send feedback to LASSiegel@gmail.com by January 18, 2010