



Midland ISD – Crowdfunding Guidelines

Crowdfunding is the practice of funding a project or idea by raising small amounts of money from a large number of people within social networks via the internet. The following guidelines outline acceptable platforms for crowdfunding, requirements and acceptable actions and quick start guides for each platform.

MISD has partnered with the following crowdfunding platforms to serve all teachers and schools. These platforms have been vetted and approved by MISD’s Finance Office. They are recommended based on their low-fee structure and eligibility for tax-deductible donations. Crowdfunding opportunities do not count as a campus fundraiser as they are donations and not items being sold. Please, do not sell items through Donors Choose or LivingTree, or take donations that will return benefits to the donors. If you need to sell items, please use Revtrak.



Website	Description	Fees
LivingTree www.livingtree.com	MISD-approved crowdfunding platform for donations. Includes built-in communications, templates, school-based approval process and direct deposit into MISD accounts.	<ul style="list-style-type: none"> • 3.1% Livingtree fee • 2.0% Processing fee plus \$0.49 per donation
DonorsChoose www.donorschoose.org	Online crowdfunding site for supplies and equipment, focused on PK-12 education. Raise funds for project costs using only with approved vendors and items are shipped directly to school.	<ul style="list-style-type: none"> • 1.5% credit card processing fee • \$30 labor & materials charge, including costs associated with screening projects, purchasing materials, processing thank you notes, etc. • 15% optional donation per campaign

Crowdfunding Campaigns Must:

- Support educational or instructional-based initiatives.
- Be approved by your campus principal before a campaign is published.
 - Livingtree Approval: Two-Step approval process, embedded within the platform.
 - DonorsChoose Approval: Two-Step approval process. Login to your LivingTree account and select Outside Fundraiser. Follow the steps to submit to your principal.

Fundraiser Campaign:

- For any fundraiser, please [submit this Fundraiser Application](#).

Activities not permitted:

- Creation of personal campaigns or withdrawal of funds into personal banking accounts.
- Creation of campaigns that benefit individuals.
- Sales of any kind (i.e. popcorn, t-shirts). These are fundraisers. Use the application form linked above.
- Transfer of donations from campus to campus.
- Donated items mailed to the employee's home.
- Post photos of students without signed media release forms.
- Violate FERPA rules.
- Fundraising for non-district organizations and charities (i.e. Red Cross fundraising for a local natural disaster).

MISD has partnered with Livingtree to create a customized process for MISD teachers and staff to raise money online. Livingtree is a crowdfunding platform that all MISD teachers, staff, and administrators have access to throughout the year. Once you start fundraising through Livingtree, no matter if you reach your goal, all funds that are raised get deposited into your campus account and can be spent on project costs. All fundraising campaigns created through an MISD school account include a built-in process for principal and bookkeeper approval. This process ensures that each campaign meets the school's objectives and goals as related to the campus improvement plan.

Livingtree campaigns also benefit from increased visibility through MISD's main website. Through the MISD website, schools can reach thousands of visitors and increase giving to their campus.

Process for Setting Up a Livingtree School Campaign:

1. Log In: Teachers and administrative staff can log in to engage.livingtree.com/login with their MISD email address. To log in, your password may need to be reset. Click "Forgot Password" and follow instructions using your @midlandisd.net email address to receive a reset password link. Do not create your own account. If you need to create an account or need login assistance, please contact LivingTree.
2. Create Campaign: Follow instructions in the Fundraising Tab to customize a campaign for your school/classroom needs. Once the campaign has been completed, click "Submit to

Financial Accountant”.

3. Bookkeeper Review: The [District Bookkeeper](#) assigns an activity account code (activity account name) to all fundraising campaigns. Activity account codes are assigned based on the campaign that is created.

4. Principal Approval: School principal reviews and approves the campaign to ensure it meets the school’s goals and objectives before the campaign is made public.

Donations through Livingtree are automatically deposited into an MISD revenue account. It may take up to 30 days to transfer funds to the appropriate campus activity account from which the campaign creator can spend from on related costs.

[DonorsChoose](#) is a crowdfunding platform that is available for teachers and staff who work with students at least 75% of the time. Teachers can submit projects with a fundraising goal and an itemized budget using one of DonorsChoose's approved vendors. Once you reach your goal, DonorsChoose then purchases the items and ships them directly to your campus. No money is ever deposited to your campus.

Process for setting up DonorsChoose:

1. Log in to LivingTree and select Outside Fundraiser for your DonorsChoose campaign. Follow the steps to submit for approval.
2. Once you have received your principal's approval, create the campaign on DonorsChoose.

Review and approval of campaigns help keep all MISD users in compliance with district-mandated fundraising policies.

Campuses must ensure that:

- Items are shipped directly to the campus, and not the teacher’s home.
- Items are tagged as a fixed asset through the Purchasing Department.
- Items received remain property of the campus where they were received.

Crowdfunding Tips for Success:

1. Be direct, but always grateful!
2. Set a reasonable fundraising goal. Most successful campaigns are under \$2,000.
3. Personalize your campaign and your social media posts!
4. Personalizing a campaign with a personal story or your reasons why this cause is important to YOU makes it easier for people to feel connected to what you care about. As a person that they know, they will trust you and will want to support you.
5. Share your Crowdfunding link through ALL your social media (Facebook, Instagram, Twitter, Youtube, Snapchat etc.), and often!
6. Create a sense of urgency for your campaign by reinforcing the need of your students and update people on your progress towards your fundraising goals
7. Use photos (with student parent permission) and hashtags!
8. Not on social media? We encourage you to text, call and email your friends and family too!