

**MEDFORD AREA PUBLIC SCHOOL DISTRICT  
RURAL VIRTUAL ACADEMY**

**DATE ADOPTED: January 25, 2021**

**FILE SECTOR: RURAL VIRTUAL ACADEMY  
POLICY TITLE: SALES & FUNDRAISING  
ACTIVITIES**

DEFINITIONS: For the purpose of this policy, the following definitions shall apply:

Property: anything owned, leased, occupied, possessed, or controlled by the Rural Virtual Academy (RVA) including but not limited to: real estate, goods, possessions, online services, publications and productions.

RVA-sponsored organizations: any school based unit such as grade, class, student club, advisor, coach, etc. Funds related to these groups are accounted for in the Medford Area Public School District's (MAPSD) agency funds.

RVA-related organizations: any non-school based, but school associated unit such as Parent Advisory Council, other parent groups, booster club, alumni organization, etc. Funds related to these groups are generally not accounted for in the MAPSD's agency funds.

Crowdfunding: any requests for a donation to fund a specific purchase or project, through websites or social media designated for online fundraising. Crowdfunding does not include requests for donations the RVA makes using the RVA's own website or social media. Funds related to these groups are accounted for in the MAPSD agency funds.

Except as provided in this policy no person may sell, solicit or promote the sale of goods, information or services on physical or online public or private property owned by the RVA or any of the RVA related properties within its consortium of schools. This includes property to which the RVA controls access to when such property is temporarily being used for RVA operations or for a RVA-sponsored purpose.

Further, pursuant to state law, it is unlawful at all times and without any exception for any employee working for the RVA to sell, promote the sale of, or act as an agent or requester for the sale of any goods or services to any student while on RVA property or at an RVA-sponsored activity for their personal benefit.

The following are authorized exceptions to the above-stated general prohibition against the sale of goods, information or services and against the promotion / solicitation of such sales:

- When approved in advance by the relevant RVA or MAPSD administrator, sales (or promotions of sales) of goods, information, or services by students, student groups, employees, or others for a school-related or educational purpose.

- RVA-approved fundraising activities and event concessions.
- To the extent consistent with any applicable mandatory federal nutrition requirements, the RVA-approved sale of food and beverages outside of the school meal program, including RVA-approved vending arrangements.
- Administratively approved paid advertising for goods and services within any RVA sponsored publication / media that regularly accepts and publishes paid advertisements as a means of financial support. All such advertising is subject to administratively established standards intended to foster an educationally appropriate, safe and nondiscriminatory atmosphere. Such advertising shall never promote tobacco, alcohol, drugs, weapons or gambling or include any material that is sexually explicit or vulgar.
- Sales and the promotion of sales pursuant to a third party's pre-approved facilities use agreement with the RVA, during the time that the third party is using RVA facilities for the approved purpose.
- When property that is neither owned nor leased by the RVA is temporarily being used for RVA operations or for a RVA-sponsored purpose, any sales or promotional authority that has been reserved by the owner or operator of such property.
- In a manner authorized in advance by the RVA or MAPSD administration or by the director of any RVA building / property that is not a school, an employee's incidental and occasional sale (or promotion of the sale) of property, goods, or services to other RVA employees, provided that such activity does not interfere with RVA operations or with any employee's work-related responsibilities. This would include permitting employees to place notices of items of personal property that are for sale on a physical or digital bulletin board.
- Any other sales or promotion activity that the RVA Administrator or designee has approved in advance. However, RVA or MAPSD administration shall not approve any such activity directed toward sales to students or their parents or guardians that lacks a clear RVA-related or educational purpose.
- Any other sales or promotional activity that has been approved in advance by the RVA Governance Board. All commercial advertising of goods, information and services on school property that is not otherwise addressed in this policy and for which there is no clear RVA-related or educational purpose requires the advance approval of the RVA Governance Board.

All RVA-sponsored and RVA-related fundraising activities shall be subject to the following:

- Student participation in fundraising activities shall be voluntary.
- Student academic grades shall not depend on participation in the fundraising activity.
- All fundraising projects and activities shall have prior approval from the RVA Principal and will have been submitted to the RVA Administrator or their designee.
- All funds originating from an RVA-sponsored or RVA-related fundraising project or activity under the direct supervision of the RVA shall become the property of the RVA and are subject to the control and discretion of the RVA Governance Board (through the administrative staff) as to their use and distribution.
- As the fiscal agent and authorizer of the RVA, all funds raised by any RVA-sponsored student or staff groups shall be processed through the MAPSD's financial accounting system.
- Students in grades PreK-6 shall be prohibited from participating in any form of RVA-sponsored fundraising.
- Any staff member conducting fundraising activities may not receive for their personal benefit anything of value from any person other than from the RVA as a result of their involvement in the fundraising.
- Any gifts, prizes or awards that are not given directly to the students involved in the fundraising or any refunds, rebates, or discounts that may result from the fundraising shall be the property of the RVA to be disposed of by the RVA Administrator or designee.
- Community-wide sales campaigns should be studied carefully to insure that projects sponsored are of good aesthetic taste and provide dollar-value for items sold. Efforts should be made to insure that most of the money raised stays in the RVA.

Adult RVA-related groups are encouraged to abide by this policy if the fundraiser is school initiated and/or the majority of the fundraising activity is conducted by students.

Any fundraising activities for charitable organizations which are approved and promoted by RVA-sponsored or RVA-related groups are also subject to this policy.

Fundraising shall be in accordance with RVA Governance Board procedures (RVA-IGDF-R) associated with this policy and rules established by the administration. Fundraising shall not be conducted in a manner that would violate any federal, state or local laws.

**CROSS REFERENCE: RVA-IGDF-R, RVA-IGDF-E**

**LEGAL REFERENCE: §103.23, §103.64 and §118.12, Wis. Stats.**

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All school fundraising activities must be pre-approved by the RVA Principal and submitted to the RVA Administrator or their designee.

Sales Guidelines

- Ticket sales for regular RVA events, such as extra or co-curricular contests, musicals, RVA online events, school pictures, or similar regular RVA functions are not affected by the fundraising policy.
- All fundraising activities shall be conducted in accordance with RVA Governance Board policies, city ordinances and state and federal laws.
- School-sponsored, school-related and crowdfunding campaigns will be limited to one (1) fundraiser per year, per group. Exceptions to the limit of one (1) fundraiser per year may be considered on a case by case basis and approved by the RVA Principal and submitted to the RVA Administrator. Exceptions may be withdrawn when in the judgment of the RVA Administrator the nature of the activity changes, safety issues arise, or conditions change.
- Students in grades PreK-6 shall be prohibited from participating in any form of RVA-sponsored fundraising.
- Permission to conduct community sales may be approved, revoked, or denied by the RVA Administrator or their designee depending on the quality of the product and/or consumer complaints regarding the product.
- Fundraising activities involving students shall exclude the promotion, consumption, or availability of alcoholic beverages or other controlled substances.
- The use of the name Medford Area Public School District, MAPSD, Rural Virtual Academy, RVA or any school or district department, logo, or brand shall not be used in connection with any fundraising unless specifically approved in accordance with these procedures and by the RVA Administrator or designee.

## Funding Procedures

- Funding under these regulations should be limited to finance projects which enhance or enrich the school experiences for students. Capital improvements including equipment and materials considered essential to the instructional program are not recommended for funding by parent organizations or other support groups unless approved in advance by the RVA Principal and RVA Administrator. Booster clubs may be granted permission to fund the purchase of capital outlay equipment if approved by the RVA Principal and RVA Administrator in advance of planned fundraising.
- Equipment and materials purchased through fundraising becomes the property of the RVA.

## Request Procedures

- Each group wishing to conduct sales or fundraising activities need to appoint a person to take lead in making the request and conduct such activities on behalf of the group. This person is to whom the RVA Principal, RVA Administrator and/or designee(s) will communicate.
- Requests for approval to conduct any RVA-sponsored, RVA-related, or crowdfunding sales or fundraising must be made using form RVA-IGDF-E.
- Sales or fundraising activities may not be conducted until receipt of approval has been provided on the applicable RVA-IGDF-E form to the requesting group.

**Medford Area Public School District  
Rural Virtual Academy**

**Fundraiser Application**

INSTRUCTIONS: Please complete the top portion and turn in to the RVA Principal.

Name of Group:		Date Submitted:	
Name of Advisor:		Grade(s) of students:	
Type of Fundraiser:	In-school	Community	Crowdfunding
Fundraiser Company:			
Description of Product(s):			
Starting Date:		Ending Date:	
Reason for Sale, Fundraiser, or Crowdfunding campaign:			

**For Office Use**

Approved

Approved

Not Approved

Not Approved

\_\_\_\_\_  
RVA Principal

\_\_\_\_\_  
Date

\_\_\_\_\_  
RVA Administrator / Designee

\_\_\_\_\_  
Date