

Midway Independent School District

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EdBacker Services

Midway ISD has contracted with Edbacker, LLC to provide online crowdfunding donation websites for MISD clubs, activity groups, and parent-led supporting organizations during the 2018 –2019 school year. MISD will pay Edbacker subscription fees during the 2018 – 2019 school year. All donations are subject to a 5% charge and \$.30 per transaction fee. The donor will be given the opportunity to pay this fee but if they elect not to do so it will be absorbed by the organization receiving the donation. At the end of the school year we will evaluate the effectiveness and sustainability of the crowdfunding website for future years.

Who Registers on EdBacker?

1. All fundraising activity conducted by student organizations (including but not limited to the sale of items such as candles, chocolates, fruit, food or catalog items) must be registered as an active campaign on the Midway ISD Edbacker site. <https://edbacker.com/p/midwayisd>. This site may promote your product sale as well as the opportunity to make a direct tax-deductible donation to the club or organization. As each campaign is created, it will automatically be submitted to the principal (or designee) and the Development Director for approval before it is posted on the web page. Submitting the campaign/sale item for approval on EdBacker will replace the method previously used to request campus club fundraiser approval from your campus administrator.
Sample campaign: *The Goaltenders are currently selling candles to provide funds to attend their annual competition in Orlando. Please see any Goaltender to purchase a Quality Best Candle for \$25 OR make a direct, tax-deductible gift to the GoalTenders and we can keep up to 100% of your donation to fund our trip! Just choose your donation level from the buttons on the right side of this web page.*
Note: MMS and MHS clubs and organizations may also post campaigns for general donations for club expenses, special projects, or trips without selling an item. This could be more profitable for your organization! Just remember to set an end date within a reasonable time period.
2. Adult-led district supporting organizations (PTA/Booster Clubs) are not required to register fundraisers on the EdBacker web site but are welcome to do so. If the Edbacker site is not used, we request that these groups register their fundraising event on our website at <http://bit.ly/MISDFundraising> so that the principal may review and approve or deny the fundraiser. Using this system, the district will be able to confirm that your event is legitimate if calls are received from the public.

Guidelines to Remember

1. All club and organization fundraisers must have a beginning and ending date. District-wide programs (Hunger Free, Education Foundation) may have year-round campaigns.
2. Campaigns may not benefit individuals. (Example: donations for medical expenses will not be permitted)
3. Classroom grant funding campaigns may only be posted on the Education Foundation page as approved by the organization. Individual campuses should not post classroom grant requests.
4. Campus administration may not post campaigns on the crowdfunding page. This type of request should be submitted to the campus PTA for consideration and possible funding. If approved by the PTA as a budget item, the PTA will work with the Development Director to determine the appropriateness of posting the request.

For questions or assistance, please contact Suzi Pagel, Director of Corporate & Community Development.