

Overview

The Sherwood School District receives dozens of requests from non-profit and for-profit organization each month. It is the desire of the district to partner with local businesses and community organizations that provide direct benefit to our students in an equitable and appropriate manner. The following provides guidance for both community organizations and district personnel in administering community solicitations.

Non-Profit Organizations with Direct Benefit to Students

- Examples: Youth football registration forms, VPA events, Rotary Club essay contests, PAC sponsored community events (e.g. Internet safety night)
- May market to students at elementary via paper flyers (Backpack Mail) and at all schools via electronic listserv

Community Events with No Direct Connection to Students

- Examples: Onion Festival, Robinhood Festival, Fundraisers for Community Members in Need
- May market to students at all schools via electronic listserv
- No backpack mail or flyers for events not directly connected to students

Qualifying For-Profit Organizations

- Definition: For-profit organization whose business services provide direct benefit to students that is connected to the mission of Sherwood Schools and the well-being of our students
- Examples of Qualified For-Profit Businesses: YMCA, Champions, Safari Sam's Childcare, After School Enrichment Classes, Sherwood Chamber of Commerce
- Other Allowable Examples:
 - A business working directly with a school's PAC, where the PAC and/or school receives a direct benefit.
 - A business working directly with a school club or for a school event. For example, the high school FFA club or the committee working on a sober graduation night party.
 - It is expected the school PACs, club supervisors, or committee chairs, and not business owners or personnel, will submit flyers for approval using the standard approval process.
- May market to students at all schools via weekly electronic communications via a Community Events webpage

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- May market to elementary schools via paper flyers (Backpack Mail) only if the event or club is directly connected with the school or the school receives direct benefit from the relationship. For example, high school clubs or events may not solicit elementary students and parents via paper communication. They may solicit via electronic means.

All Other for Profit businesses

- No solicitation or marketing allowed per Board Policy

Paper or Flyer Distribution Protocol

- Limited number of flyers distributed per organization (e.g. not more than one flyer per program or event per year)
- All Flyers must be approved through Office of Teaching and Learning using the standard approval process

Electronic Solicitation Protocol

- All Flyers will be posted on a Community Events Webpage maintained by the district office
- A section will appear in each school's weekly email message that lists community events and links to each approved flyer
- All flyers distributed via electronic listserv must be pre- approved through the office of teaching and learning using the standard approval process