



CARROLL

INDEPENDENT SCHOOL DISTRICT



2011-2012
FUNDRAISING
POLICIES & PROCEDURES

CARROLL DRAGONS - TRUE TO THE CORE

EXCELLENCE RELATIONSHIPS CHARACTER & INTEGRITY INNOVATION OPEN & HONEST COMMUNICATION



CARROLL

INDEPENDENT SCHOOL DISTRICT

3051 Dove Road, Grapevine, TX 76051 817.949.8222 FAX 817.949.8228 www.southlakecarroll.edu

David J. Faltys, Ed.D., Superintendent

Dragon Supporters,

Thank you for your continued support of the Carroll Independent School District. Our district values excellence, relationships, character and integrity, innovation and open and honest communication. Our vision for Carroll ISD is to provide an exemplary education for the children of this community. The quality of that education would not be possible without the support of individuals, organizations and businesses dedicated to raising funds for CISD programs and daily operations.

Because we value our relationship with you, we offer this 2011-2012 Fundraising Policies & Procedures Manual to assist in your fundraising activities. It is our goal that this packet will answer most of the questions you have as you work to raise funds to support our students. We hope that our new application process for fundraising companies will help establish standards and basic requirements to ensure Dragon fundraisers are based on sound and effective practices.

We appreciate the time and effort you dedicate to raising funds for the children of Carroll ISD. Should you have any questions or concerns regarding school fundraising, please don't hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "David J. Faltys". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

David J. Faltys, Ed.D.

Superintendent

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RELATED EXHIBITS

- Fundraising Q&A
- Fundraising Checklist
- Charitable Raffles Facts
- Sales Tax Facts
- Flier Distribution Facts
- Trademark Logo Facts
- We Care Packet
- Fundraising Company Permit Application *(to be filled out by fundraising company)*
- Fundraising Activity Approval Form *(to be filled out by employee or organization rep and signed for approval by campus principal and/or appropriate CISD administrator BEFORE fundraiser commences)*
- Fundraising Activity Recap/Evaluation *(to be filled out by employee or organization after close of the fundraiser)*

Introduction

The Carroll Independent School District has established a number of policies and procedures to provide direction and guidance regarding all fundraising activities designed to support and raise money for the general operations of the district. The policies are Board-approved and uphold the laws and statutes of the state of Texas, as well as the United States government. The Fundraiser Permit Application requirements as described in this packet are for the protection and support of qualified Fundraising Companies. The Fundraising Policies & Procedures Packet is provided as a courtesy to school employees, clubs, teams and/or parent support organizations to assist in the smooth operations of their fundraising activities.

All questions or concerns regarding CISD Fundraising may be directed to Carroll ISD's Purchasing Administrator for the Financial Services Department at 817-949-8222 or by email to Julie.thannum@southlakecarroll.edu.

At no time is the information in this packet intended to supersede District policy or state and federal laws.

Fundraisers Defined

For the purpose of these policies and procedures, fundraisers are defined as "the organized activity or instance of soliciting money or pledges, to fund school district programs, trips or activities." Examples include discount cards or coupon books, wrapping paper sales, golf tournaments, etc.

Affinity type programs must also adhere to these policies and procedures. These programs typically generate less than the usual 40 percent profit for the District, but they still require all the same fees, paperwork and pre-approval processes. Examples include insurance agents who donate money to a school or PTO for every referral they get, restaurant nights, grocery or retail discount cards, cell phone companies who give a portion of new account sales to the district, etc.

Money-raising efforts that do not necessarily utilize the services of a fundraising company, but instead involve a school organization selling items for profit or simply accepting donations also fall under these same policies and procedures. These types of fundraisers, however, do not necessarily require the application, fee and company approval card. Employees involved in this type of fundraiser must still obtain pre-approval from the principal/supervisor, follow all guidelines and procedures outlined in this manual and then complete the recap and evaluation form at the close of the fundraising effort. Examples include a Spanish Club car wash, Student Council selling t-shirts, Band Bistro, etc.

The fee/application process also does not apply for those parent support organizations conducting silent or live auctions, craft fairs or events where items are being donated or paid for as part of a support organization fundraising event. For example, when a PTO is paying a bounce house company for their services at a PTO fundraiser, the bounce house company does not have to pay the \$50 Dragon Fundraising Card fee. However, other CISD fundraising efforts may require that same company to obtain a card by applying and paying the fee, depending on the circumstances. Craft fair vendors must pay the applicable booth fee to the PTO, but are not required to pay the \$50 application and Fundraising Card fee. Questions about whether or not your company or business should obtain a Dragon Fundraising Card can be directed to the CISD Financial Services Department at 817-949-8282.

Fundraising also encompasses those humanitarian efforts to collect funds or monetary donations for outside causes and/or charitable organizations. These do not require an application and \$50 fee to be submitted by the charitable organization, but the employee and/or parent group overseeing the project must still obtain approval from the principal/supervisor, follow all guidelines and procedures outlined in this manual and then complete the recap and evaluation form at the close of the fundraising effort. Examples include Pink Out games, concerts for earthquake victims, Relay For Life, Hoops For Heart, etc. Keep in mind that Carroll ISD cannot write donation checks to other non-profit organizations. Therefore, consult with your supervisor and/or the Financial Services Department before collecting and depositing money following charitable fundraising efforts.

Direct questions about whether or not an activity is considered a “fundraiser” to CISD’s Purchasing Administrator in the Financial Services Department or to the Executive Director of Communications & Marketing Julie Thannum at 817-949-7080 or Julie.thannum@southlakecarroll.edu.

Fundraising Policies

Fundraising policies approved by the Carroll Independent School District are available to the public on the district’s website. Simply visit <http://www.southlakecarroll.edu> and locate the Board Members drop down menu on the District’s main page. District Policies is a link available from the Board Members drop down menu. Select that link to begin your policy review or search.

Policies related to fundraising or fundraising activities include:

- CDC (LOCAL) – OTHER REVENUES GRANTS FROM PRIVATE SOURCES
- CFD (LOCAL) – ACCOUNTING ACTIVITY FUNDS MANAGEMENT
- EC (LEGAL) – SCHOOL DAY
- FJ (LOCAL) – GIFTS AND SOLICITATIONS
- FMA (LOCAL) – STUDENT ACTIVITIES SCHOOL-SPONSORED PUBLICATIONS
- GE (LOCAL) – RELATIONS WITH PARENT ORGANIZATIONS
- GKB (LEGAL) – COMMUNITY RELATIONS: ADVERTISING AND FUNDRAISING IN THE SCHOOLS
- GKB (LOCAL) - COMMUNITY RELATIONS: ADVERTISING AND FUNDRAISING IN THE SCHOOLS
- GKD (LOCAL) – COMMUNITY RELATIONS NON-SCHOOL USE OF SCHOOL FACILITIES
- GKDA (REGULATION) -DISTRIBUTION OF NON-SCHOOL LITERATURE

Fundraising Checklist

- Ask to see the company’s Dragon Fundraising Card to ensure officials have applied, paid their fee and been approved by Carroll ISD to be an official fundraising company.
- Listen to the company’s presentation to ensure you know all the facts and have a clear understanding of how the fundraising program works and what is being asked of your student organization, campus group or parent/booster support organization.
- Ask questions about student involvement, program timelines, money collection and your organization’s percentage of return. *(CISD recommends a 40% profit margin for your organization. Some Affinity-type programs will offer lesser percentages!)*
- Familiarize yourself with the policies and procedures outlined in this Fundraising Policies & Procedures Manual.

- Check to ensure the fundraiser does not violate any existing or exclusive Carroll ISD Sponsorship & Promotional Agreements (*Communications & Marketing Dept. 817-949-7080*)
- Complete the Fundraising Application & Approval Form, with the appropriate pre-approval signature(s) from your campus principal or building supervisor.
- Send completed Fundraiser Application & Approval Form signed by your supervisor to CISD Purchasing Administrator, Carroll ISD Financial Services Department, at Central Administration building, as well as a copy to your Campus Principal or Supervisor.
- Maintain a copy of the completed Fundraising Application & Approval Form for your organization sponsor.
- Follow approval process and policies for flier distribution and fundraising communications.
- Send Fundraising information and details to appropriate individuals for campus and district newsletter distribution/communications, including posting on the CISD Fundraising web page.
- Properly and clearly state in all fundraising communications how and for what purpose the collected funds will be used.
- Report any program concerns, fundraising problems or sales incidents to your sponsor and/or campus principal.
- Follow all district guidelines for proper handling of cash and the deposit of funds related to your fundraising project.
- Make sure the funds are used for their communicated and intended purpose.
- Complete the Fundraising Recap & Evaluation Form and return to CISD Purchasing Administrator, 3051 Dove Road, Grapevine, TX 76051 within four weeks of the close of your project.

Permit Application Procedures

All companies interested in providing fundraiser services to the District must complete a Fundraiser Permit Application and be approved by the District in order for the company to initiate or continue providing this service to the District. Companies may obtain a Fundraising Permit Application from the District's website or from the CISD Purchasing Office, 3051 Dove Road, Grapevine, TX 76051. The completed application must be accompanied by a \$50 non-refundable application fee. Checks should be made out to Carroll ISD. Successful applicants must also review, sign and return the Selection and Guidelines form enclosed in the application packet.

Permit applications will be reviewed as they are received and prospective companies will be notified within thirty (30) days of submitting the application. Approval will be made to fundraising companies that have received an acceptable evaluation rating by the District. The District reserves the right to negotiate any terms, conditions or pricing with an applicant prior to official approval.

The District reserves the right to reject any and/or all applications to approve contracts for individual products or services as may appear advantageous, and to negotiate separately in any manner necessary to serve the best interest of the District.

Fundraising companies which have submitted the appropriate paperwork, paid the \$50 non-refundable fee and obtained written approval from the District, will be issued an official Dragon Fundraising Company card. This card must be presented to CISD employees and parent support groups before fundraising presentations may be scheduled and/or considered. Obtaining approval from CISD as an official Dragon Fundraising company does not guarantee a company fundraising projects with student,

parents or support groups. Decisions on individual fundraising meetings or projects are still at the discretion of the sponsoring CISD group or organization with proper approval from the Carroll ISD Administration.

Once approved, the card is good for three years before a renewal application must be submitted. Upon approval of the renewal application, an updated card will be issued. Additional or replacement cards will cost approved companies \$5 each.

Failure to follow all rules and regulations as outlined in this handout and the Selection and Guidelines form per District policy, will result in the termination of the fundraising company's rights to conduct business with and for Carroll ISD, its employees and its supporting organizations and Booster clubs. CISD reserves the right to use all pertinent paperwork, references and evaluation data to scrutinize companies as part of the renewal or approval process.

(Sample of the official CISD Dragon Fundraising Card)



Fundraising Website

Carroll ISD has established a fundraising website where all policies, procedures, forms and applications are available to the public. The website is available from numerous locations on the district's main site (<http://www.southlakecarroll.edu>) but is probably easiest to find from the **Quick Links** drop down menu.

Included on that website is a list of approved fundraising companies and permit revocations, as well as ongoing fundraising events and announcements. To have information posted on this website, please email your fundraising news to Julie.thannum@southlakecarroll.edu.

Advertising

Advertising is not necessarily considered “fundraising” and may not be subject to the same fees and application process described in this manual. For example, companies wishing to purchase an ad in a PTO directory or in the Booster Club Athletic Program are not required to apply and pay a fee for a Dragon Fundraising Card. The same is true for those organizations that have joined the We Care employee appreciation program and/or have an official Advertising & Promotional Agreement with Carroll ISD. Those companies who are offering an affinity type program which raises or returns funds to CISD and do not have an official Advertising & Promotional Agreement with CISD, however, must apply and pay the fee for an official Dragon Fundraising Card. Failure to do so prevents Carroll ISD and its employees from being able to communicate or promote the affinity program to Dragon families.

Although the application and fee may not be necessarily applicable to all companies, the following rules and guidelines must be followed for advertising:

Advertising on and inside Carroll ISD property shall only be permitted in accordance with District Policy and Procedures and in conjunction with the Carroll ISD’s established advertising and sponsorship program. Questions may be addressed to the District’s Communications and Marketing Department at 817-949-7080.

Advertising shall not be accepted for the purpose of establishing a forum for communication. The District retains final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment, *GKB (LOCAL)*.

Advertising must comply with district policy and may not include the following content as per the Board-approved Advertising and Promotional Agreement:

- False or unwarranted claims;
- Infringement of another person’s rights through plagiarism, unfair imitation of another person’s program, idea or copy, or any other unfair competition;
- Disparagement of a competitor or a competitor’s products or services;
- Advertisements of lotteries, “drawing contests” or any other contests that do not conform to applicable legal requirements or in which the public is unfairly treated;
- Slanderous, obscene, sexual, profane, vulgar, repulsive or offensive matter either in theme or in treatment;
- Ambiguous statements that may be misleading to the audience;
- Advertising of price, unless first approved in writing, by Carroll ISD;
- Appeals for funds;
- Testimonials which cannot be authenticated;

- Advertisements which describe any internal bodily functions or symptomatic results of internal disturbances or which refer to matters which are not considered acceptable topics in social groups;
- Announcements of programs which are prejudicial to the public interest, to the interest of CISD, or to legitimate advertising or reputable business in general; or
- Alcohol or tobacco products.

Apparel

Apparel shall not be sold in Carroll ISD schools and facilities for fundraising purposes except with permission which is systematically granted to campus-related PTO/PTSO and Booster apparel sales as they relate to campus and/or Dragon Stadium spirit shops. Official CISD Booster and PTO/PTSO organizations do not have to obtain a logo license agreement to sell official, trademarked Dragon logo apparel. All other organizations, however, must obtain a logo license agreement in order to sell apparel bearing the District logo. Outside groups, namely those private commercial businesses or individuals who wish to sell Dragon apparel are not permitted to do so in CISD schools and facilities unless they obtain the expressed, written permission of Carroll ISD. Questions about apparel sales may be referred to the Communications & Marketing Department at 817-949-7080.

Approval

School-sponsored fundraising activities by student groups and/or for school-sponsored projects shall be allowed, with prior administration approval and under the supervision of the project sponsor for students in all grades. All fundraising projects shall be subject to the approval of the principal and Superintendent or designee.

Student participation in approved fundraising activities shall not interfere with the regular instructional program (*See Policy EC*). Funds shall be received, deposited, and disbursed in accordance with *Policy CFED (LOCAL)*.

The Board shall regularly be informed of approved fundraising projects and shall periodically review the effect of such activity on the student body, the instructional program, and the community (*See Policy FJ LOCAL*).

Athletic Fundraisers

Fundraisers by athletic teams, coaches, parents and/or the Carroll Athletic Booster Club must obtain the approval of the principal on the campus where the fundraising group resides before forwarding the pre-approval form to the Director of Athletics for consideration and approval. The Athletic Booster Club President and the Athletic Director shall communicate regularly to ensure fundraising activities by coaches, parents and/or student athletes comply with these guidelines and procedures.

See special section on Photography (For-Profit).

Charitable Fundraising

Carroll students, staff and parents are encouraged to participate in pre-approved fundraising efforts to support humanitarian and/or charitable causes. Carroll ISD reserves the right to waive the Fundraising Application Form and Fee for charitable organizations, but all other policies and procedures outlined in this manual for fundraising still apply.

Great care should be taken in the collection and flow of funds, ensuring compliance with all federal and state laws. Carroll ISD is not an authorized organization to conduct a legal raffle or drawing in a game of chance whereby participants purchase tickets with the hopes of having a “chance” to win, nor is the district able to make donations of CISD funds to other charitable organizations. Please check with your immediate supervisor and/or the Financial Services Department before collecting, depositing and/or dispensing money for a charitable drive.

The University Interscholastic League has issued the following directives with regard to charitable causes during the course of an athletic event (i.e. Pink Out games, etc.):

1. The contest or competition may be held during any one week, to be determined by each individual school, of the designated sport season;
2. A commemorative ribbon of non-school color may be worn on the jersey or school-issued uniform. NO jerseys or uniforms will be allowed that do not represent the school colors;
3. Team members may be allowed to wear headbands or wristbands of non-school colors;
4. Officials may be allowed to use a colored whistle; and
5. Colored game balls will not be allowed, however, they may be used during any warm-up period prior to the contest.

Charitable Raffles

Texas law allows only certain charitable and non-profit membership organizations to conduct raffles to support their charitable causes.

Carroll ISD is NOT an authorized organization able to conduct raffles. In turn, Carroll ISD employees are not authorized or legally able to sell raffle tickets as representatives of Carroll Independent School District.

A raffle is the awarding of one or more prizes by chance at a single occasion among a pool or group of persons who have paid or promised a thing of value for a ticket that represents a chance to win a prize. *Occupations Code 2002.002(6)*

Examples of unlawful raffles include any raffle that is 1) conducted by an individual, 2) conducted by a for-profit business or 3) conducted by a charity that has no members or otherwise does not qualify.

According to the Office of the Texas Attorney General, in order to conduct a raffle legally, a non-profit organization must have, among other criteria, members who elect a governing body and an exemption from federal taxes under Section 501 (c) of the Internal Revenue Code. A qualified non-profit must also have been in existence for three years. The law permits only two raffles per year, requires several disclosures printed on tickets, and limits the value of prizes purchased by the organization to \$50,000.

It is also against the law to hold a raffle in which cash or anything readily convertible to cash, is offered as a prize, or which is promoted statewide or through paid advertising, including television, radio or newspapers. An unlawful raffle could be considered illegal gambling, which may carry criminal penalties. A county, attorney, district attorney or the attorney general may also shut down an illegal raffle.

A “qualified non-profit organization” for purposes of the Charitable Raffle Enabling Act may conduct raffles in accordance with the Act to benefit the District or school. A parent-teacher organization may be qualified to hold such raffles if it meets the requirements of the Act. *Occupations Code 2002.003, 2002.051; Atty. Gen. Op. JM-1176 (1990) (See also Policy FJ).*

Furthermore, raffle tickets may not be sold on school premises during regular school hours as per (*See Policy FJ LOCAL*). With the expressed written permission granted by Carroll ISD, a charitable organization that is authorized to conduct a raffle under the laws of Texas, may sell tickets at special events outside the regular school day, including athletic competitions, fundraisers, concerts, etc.

Concessions

Concessions for all school-related activities and facilities are under the direction of the Child Nutrition Services Department and/or the campus principals. Fundraising by support organizations and Booster Clubs may not interfere or compete with the District's Child Nutrition Services or concessions program nor can it violate the guidelines and requirements of the School Health Advisory Committee (SHAC) as per District policy, the National School Lunch Program or Texas law, especially the Foods of Minimal Nutritional Value (FMNV) requirements as governed by the Texas Agricultural Department. *(See Policy FJ Local)*

Donations

District-affiliated school-support or booster organizations shall organize and function in a way that is consistent with the District's philosophy and objectives, within adopted Board policies, in accordance with applicable UIL guidelines and financial and audit regulations.

(See Policy CFD)

The Board may accept any bequest or gift of money or property on behalf of the District. The gift shall become the sole property of the District for its use and disposition. All gifts shall be given to the District and not to a particular organization. At the discretion of the Superintendent or designee, the gift may be used for a specific campus or organization. *(See Policy CDC LOCAL)*

CRITERIA FOR ACCEPTANCE - The Board may elect not to accept a gift if any of the following applies:

1. The gift would begin a program for which the District would be unwilling to assume financial responsibility when the gift or grant funds are exhausted.
2. The gift may result in hidden costs for the District.
3. The gift may require the District to employ additional personnel.
4. The gift would place restrictions on other District programs.
5. Acceptance of the gift would imply the District's endorsement of any business or product.

The Board shall not accept a gift if either of the following applies:

1. The gift would be inappropriate or harmful to students.
2. The gift would be in conflict with any provision of state law, federal law or District policy.

Any individual or group, including PTO/PTSO or Booster clubs, wishing to give the District money, material, services, or equipment shall describe, in writing, the proposed gift. Upon receipt of this proposal, the chief financial officer shall consult with appropriate staff to evaluate the proposed gift. The Board shall consider the administration's recommendation and decide whether to accept or reject the gift. The proposed gift shall not be accepted without formal permission given by the Board.

All gifts at or above a value of \$5,000 shall be taken before the School Board for approval.

Notwithstanding the above, the Superintendent may accept gifts below this threshold if the criteria set forth in CRITERIA FOR ACCEPTANCE are followed.

Any subsequent donation or gift by the same individual or organization earmarked for a similar purpose must be presented to the Board for approval regardless of the amount.

Door-to-Door Sales

Fundraising activities that encourage door-to-door sales techniques by students are strictly forbidden (*See Policy FJ LOCAL*). To help ensure personal safety, students participating in approved CISD fundraising activities should limit personal sales activities to family, friends and neighbors for whom they are already well acquainted.

Exclusivity

Only the Carroll School Board is authorized to grant exclusivity for advertising and sponsorships. Promises or agreements made without authorization or majority approval of the School Board shall be considered invalid and terminated immediately (*See Policy GKB LOCAL*).

Facility Use & Rental

Carroll ISD offers a facility use and rental program that allows for public, non-school related use of certain, but not necessarily all district buildings, fields and gymnasiums. The facility use rules are outlined in Board Policy GKD (LOCAL). Other related policies include school-related use of CISD facilities and buildings takes precedence at all times. The District shall permit non-profit organizations to conduct fundraising events on District property when these activities do not conflict with school use or with this policy.

See the following policies for other information regarding facilities use:

- Use by employee professional organizations: **Policy DGA**
- Use of facilities for school-sponsored and school-related activities: **Policy FM**
- Use by noncurriculum-related student groups: **Policy FNAB**
- Use by District-affiliated school-support organizations: **Policy GE**

Approval shall not be granted for any purpose that would damage school property or to any group that has damaged District property. All athletic facilities including fields and gymnasiums, as well as the indoor workout facility are scheduled through the Athletic Director's office by calling 817-949-8300. All other CISD facility rental is coordinated through the Assistant Superintendent for Administrative Services by calling 817-949-8210.

First-Day Packets

Contents of the First-Day Packets for individual Carroll ISD schools must comply with all District policies and procedures. Informational fliers to be included in First-Day Packets must comply with the policies of Carroll ISD and must also receive the approval of the campus principal and/or the Communications & Marketing Department. Every attempt should be made to keep flier distribution to a minimum. When at all possible, fliers should be made available electronically on the district and campus websites as a convenience for parents. Questions about the Carroll ISD flier policy or First-Day Packets may be directed to a campus principal or to the Communications & Marketing Department at 817-949-7080.

Flier Distribution Policy

Carroll ISD has a strict policy governing the distribution of fliers to students and staff (*See Policy GKDA REGULATION*). The policy allows for the distribution of District or campus-sponsored communications, including those sponsored by official CISD Booster Clubs, Parent-Teacher Organizations, We Care, the Carroll Education Foundation and Digging For Dragons Foundation. These fliers may only be distributed if they obtain the official stamp of approval from the Communications & Marketing Department. All questions regarding flier distribution should be directed to the Communications & Marketing Department at 817-949-7080.

The policy does NOT permit the distribution of commercial fliers to students except as outlined in official CISD advertising and sponsorship agreements.

Fliers for employee mailboxes are only permitted by participants of the We Care Employee Appreciation Program as outlined and approved by the Communications & Marketing Department. *(See Policy GKDA REGULATION)*

Non-profit fliers that do not meet the criteria as outlined in Policy GKDA REGULATION may not be distributed to students or staff. Instead, non-profit fliers may be posted to the CISD website on the Community Fliers page and may also appear in Community News areas at CISD campuses and in CISD electronic communications.

Employees who are conducting an athletic, academic or fine arts camp for CISD students in a CISD-rented facility are allowed to distribute one pre-approved, stamped flier to students each semester. *(See Policy GKDA REGULATION)*.

The District shall not be responsible for, nor shall the District endorse, the contents of any non-school literature distributed on any District premises. Each campus principal shall designate times, locations, and means by which non-school literature that is appropriate for distribution, as provided in this policy, may be made available or distributed to students or others at the principal's campus. The Executive Director of Communications and Marketing shall designate times, locations, and means for distribution of non-school literature at District facilities other than school campuses, in accordance with District policy. *(See GKDA REGULATION)*

This flier distribution policy applies to both printed and electronic communications. *(See GKDA REGULATION)*

Food & Beverage Sales

All food and beverage sales are required to comply with food handling and safety requirements as provided by the Tarrant County Environmental and Consumer Health Department, including, but not limited to obtaining any necessary permits and/or training certifications. More information may be found at the county website at www.tarrantcounty.com/ehealth.

As stated under the Concessions section of this manual, fundraising by support organizations and Booster Clubs may not interfere or compete with the District's Child Nutrition Services or concessions program nor can it violate the guidelines and requirements of the School Health Advisory Committee (SHAC) as per District policy, the National School Lunch Program or Texas law, especially the Foods of Minimal Nutritional Value (FMNV) requirements as governed by the Texas Agricultural Department. *(See Policy FJ Local)*.

Insurance & Liability

All vendors shall provide proof of liability insurance as part of the Fundraising Application Permit. Fundraising vendors shall also maintain continuous insurance coverage during the period of their approved status. If a vendor is unable to maintain their insurance coverage continuously, the vendor shall notify the CISD Financial Services Department immediately and refrain from business with CISD or its supporting organizations until such coverage is resubmitted and approved.

Marketing Program

The Carroll Independent School District established its marketing program based on the 2002 final report and recommendations of a citizens' Revenue Enhancement Committee. The program offers advertising and sponsorship opportunities in return for in-kind services or payment. Prior approval by the Board shall be required for any agreement: (a) providing exclusive rights; (b) and/or with duration in excess of three years; (c) and/or with an indicated value in excess of \$20,000. Such agreements shall be of no force and effect until approved by the Board. *(See Policy GKB LOCAL).*

Agreements specified above may be, and all other agreements shall be, executed on "form" contracts that have been reviewed by the District's legal counsel and approved by the Board for use by the administration. Companies with an official Advertising and Promotional Agreement with Carroll ISD are not required to apply and pay the fee for the Dragon Fundraising Card.

All proposed agreements shall be submitted in advance to the Financial Services Department without exception. These proposed agreements shall be reviewed, and unless approval by the Board is required, may be approved by the Superintendent or designee. If in the opinion of the Superintendent or designee, the agreement requires legal review, such review shall be obtained prior to the execution of the contract. The signature of District legal counsel reviewing the proposed agreement shall be on the agreement prior to its execution by the Superintendent or designee.

All agreements must be in writing. The District shall not be bound by any oral agreement.

Copies of the District advertising and promotional agreements are available for public review on the District's website.

Non-school-Related Promotional Activities

No organization or individual is permitted to place fliers or promotional advertisements on vehicles while they are parked on school property or at school-sponsored events. If an organization or individual violates this policy, CISD reserves the right to assess the organization or individual a fee for maintenance/custodial clean-up (*See Policies FJ LOCAL/GKB LOCAL*).

Students shall not be permitted to participate in fund drives for non-school charitable organizations as official representatives of their school unless they have the expressed, written permission of their campus principal, Superintendent or his designee.

The collection of monies that takes the time of the students or teachers during school hours is strictly forbidden, unless the monies collected represent payment for school lunches, monies that will benefit the school or its students or other authorized fees (*See Policies FJ LOCAL and FP*).

Off Campus Fundraisers

From time to time, fundraisers may be held off campus with the approval of the campus principal and/or superintendent. These fundraisers must still abide by the Fundraising Policies & Procedures of Carroll ISD and the organization conducting the event.

NOTE: Alcohol and tobacco products are prohibited by law on CISD property, therefore the information below pertains only to off-campus fundraisers where alcohol is present.

Students should not be encouraged or solicited to attend or volunteer for community service hours at off-campus fundraisers where alcoholic beverages are being served unless a club/faculty sponsor is present and appropriate transportation is provided. (*See Policy FJ LOCAL*)

Students may, with the approval and coordination of their faculty sponsor and campus principal, perform at off-campus functions (i.e. jazz band, choirs, etc.) where alcohol is being served as long as they do not stay to participate in the event and are chaperoned by the faculty sponsor or adult volunteers at all times. Approval for age appropriate, performance-based student participation must be pre-authorized by the campus principal and faculty sponsor. (*See Policy FJ LOCAL*)

Outdoor Advertising

Outdoor advertising may not be displayed on CISD property without the expressed, written consent of the Carroll Independent School District.

“Outdoor advertising” means an outdoor sign, display, light, device, figure, painting, drawing, message, plaque, poster, billboard, or other thing designed, intended, or used to advertise or inform if any part of the advertising or information content is visible from the main-traveled way of the interstate or primary system. *Trans. Code 391.001 (10).*

An outdoor advertising sign may include the logo or emblem of an entity if the sign is erected or maintained by a public school in a county with a population of 65,000 or less, the entity sponsors or provides significant funding to the school, and the entity’s logo or emblem occupies less than 25 percent of the area of the sign. *Trans. Code 391.037.*

A person commits an offense if the person willfully erects or maintains outdoor advertising, or allows outdoor advertising to be erected or maintained on property owned by the person, in violation of the Transportation Code Chapter 391. *Trans. Code 391.031, 391.061 (See Policy GKB LEGAL)*

Photography (For-Profit)

Professional photographers who wish to photograph CISD events and students (i.e. athletic competitions, concerts, etc.) for public sale and commercial profit must follow these Fundraising Policies & Procedures by submitting a vendor approval application and paying the fee. This process and fee are NOT required for photography and pass requests for media coverage/news purposes. Special sideline, field, court access or passes will not be granted to for-profit photographers unless they apply and are approved for a Dragon Fundraising Card. Having a Dragon Fundraising Card does not guarantee special field or sideline access. All such requests should be directed to the CISD Athletic Director for consideration and/or approval.

Political Advertising

Carroll ISD does not allow the posting or distribution of political circulars or petitions on school property, nor does the district allow the collection or solicitation of funds for political purposes. This prohibition extends to the district’s electronic communications system and the district’s telephone notification system. In addition, school grounds and school parking lots shall be considered CISD property and political fliers or advertisements, including yard signs or circular

fliers may not be placed on school property except as permitted during a Board or county-called election with voting held on school property.

In the performance of their assigned duties, employees are prohibited from purposely influencing students based on their own political philosophies or beliefs. District employees who participate in political activities shall do so only during off-duty time. Employees who engage in political activity shall communicate clearly that their views and actions are theirs as individuals and that they are not representatives of the District. (*See Policy DGA LOCAL*)

Political activities that are not permitted shall include, but not be limited to:

1. Posting or distribution of political circulars or petitions on school property.
2. Using students for writing or addressing political materials or distribution of such materials to students.
3. Distribution of political circulars or petitions to school employees, unless those items are sent through the U.S. postal service. [See CPAB]
4. Collecting or soliciting of funds for political purposes.
5. Soliciting campaign workers.

Elections to determine membership on the District Board [see policies at BBB] shall be considered political; however, nothing in this policy shall prevent:

1. Dissemination of (factual) information concerning school tax or bond elections.
2. Discussions and study of politics and political issues in the classroom when such discussions and study are appropriate to classroom studies, such as history, current events, or political science.
3. Individual campaign work on behalf of a candidate on election day during non-duty hours or off school premises.

Religious Advertising

Carroll ISD shall not discriminate on the basis of race, color, religion, national origin, age, sex, disability, or family status. Advertising by religious groups or pertaining to religious topics shall be treated consistently with existing policies for topics of a secular nature and shall not be construed as being endorsed or discriminated against by Carroll ISD. The District shall not be responsible for, nor shall the District endorse, the contents of any non-school literature distributed on any District premises.

Religious organizations must adhere to the district's policies with regard to advertising, fundraising, use of facilities and/or flier distribution. Opportunities for sponsorship, advertising

and fundraising that are open to secular entities or individuals shall also be made open and available to religious groups, under the same guidelines and procedures set forth by Board policy.

Carroll schools have established a limited open public forum by designating times, locations, and means by which non-school literature that is appropriate for distribution may be made available or distributed to students or others at the principal's campus. (*See Policy GKDA LOCAL*).

Sales Tax Collections

While exempt from paying sales tax on purchases for the school, schools and school-related groups are NOT exempt from collecting and remitting sales tax on products sold to students, teachers, parents, community, or others.

Types of Transactions and Requirements:

School Organization is the Seller – When the school or school group purchases items for resale, the school is the seller. The school owns the items until it sells the items to another person. For example, the school or school group purchases custom items with the Dragon logo for resale in a spirit shop. The school or school group must collect the sales tax, and the Financial Services Department, on behalf of the school group, would report and remit sales tax to the Comptroller's office.

Fundraising Vendor is the Seller - When the school or school group receives a *commission*, the sale is the vendor's sale, not the school's sale. The school receives items from a fundraising vendor and the school, acting as an agent of the vendor, sells the items and remits payment to the vendor. The school and the vendor typically have an agreement that the vendor will take back any unsold items. In this transaction, the school group would collect and remit tax to the vendor, and the vendor would report the sales and remit tax to the Comptroller's office. For example, in a typical book fair transaction, the school is not the seller, and the school is therefore acting as an agent for the vendor.

Taxable Sales

Public schools and school-related organizations must collect the sales tax on all sales which are not specifically exempted, as provided in the next section. Examples of sales that ARE taxable and for which sales taxes MUST be collected include the following:

- School purchased supplies sold directly to students including athletic equipment and physical education uniforms
- Fees for materials when the end product becomes a possession of the student
- Student publications such as yearbooks and football programs
- School rings
- Books sold to students at book fairs

This list is not comprehensive; other taxable sales may be made by a school district.

Taxable Sales Items – Specific Exemptions from Collection

Schools and school groups are not required to collect sales tax on the following:

- Fees and admission tickets, if the event is entirely for educational purposes
- Student club memberships
- Sales of food and soft drinks that are
 - Sold or served during the regular school day
 - Sold or served by a parent-teacher association during a fundraising sale, the proceeds of which do not benefit an individual
 - Sold by a person under 19 years of age who is a member of an organization devoted to the exclusive purpose of education, and groups associated with public or private elementary or secondary schools as a part of a fundraising drive sponsored by the organization for its exclusive use

Tax-free Sales Declarations

The school district, each school, and each bona fide chapter of each school is allowed to have two, one-day tax-free sales each calendar year. During these tax-free sales, the organization may sell any taxable item tax-free when the price of the item is \$5,000 or less.

One-day, tax-free sales mean that collection and remittance of state sales taxes is not required on qualified sales on that day. The tax-free sales day event is only applicable to sales where the *School Organization is the Seller*. While the sale of yearbooks can be selected as one of the two one-day tax-free fund-raisers, a book fair is usually not a qualified sales event because the school is not the seller, and the school is therefore acting as an agent for the vendor. The sale of items received from a vendor, in which the school and the respective vendor have an agreement that the vendor will take back any unsold items, would also generally not qualify as a one-day, tax-free sale.

According to the State Comptroller's office a bona fide chapter is a group that must be organized for some business or activity other than instruction or a participatory group. Essentially, any student group that is recognized by the school and is organized by electing officers (not just participatory captains), holding meetings, and conducting business are bona fide chapters of the school and each group may have two, one-day, tax-free sales in a calendar year. Groups meeting for classroom instruction or team sports are not categorized as bona fide chapters and do not qualify for the tax-free day sales.

For example:

- The school district qualifies for a tax-free day.
- The school-wide fundraiser qualifies for a tax-free day.
- The Basketball Club qualifies, but the basketball team does not.
- The Cheerleader Club qualifies, but not the cheerleader team.
- The Debate Club qualifies, but debate teams and classes do not.
- The French Club qualifies, but the French classes do not.
- The Senior Class qualifies, but not one particular class that has seniors in it.

For the purposes of the one-day, tax-free sales event, one-day means 24 consecutive hours; the delivery should be made on a single day. Generally, title passes to the purchaser when the item is given to the purchaser. In the case of pre-ordered and pre-paid sales, title can transfer as soon as the seller (school) receives the order. Therefore, the date the items are delivered by the vendor to the seller is designated as the one-day for the purposes of the tax-free sales.

However, persons buying from surplus stock on subsequent dates after the tax-free day owe tax on the items.

When the school or school group receives a commission, the tax-free day sale provisions cannot apply because the sale is the vendor's sale, not the school's sale. The school group would collect and remit tax to the vendor, and the vendor would report the sale and remit tax to the Comptroller's office.

Signage & Posters

Individuals wishing to place signage or posters on CISD property and/or buildings must first obtain the expressed written permission of Carroll ISD. Signage on CISD property or buildings for advertising purposes shall be restricted to the Advertising & Sponsorship agreements maintained by the Communications & Marketing Department.

Posters communicating upcoming events or fundraisers shall only be placed in areas pre-approved by each campus principal. Each campus principal shall designate times, locations and means by which non-school literature that is appropriate for distribution, as provided in this policy, may be made available or distributed to students or others at the principal's campus. The Executive Director of Communications and Marketing shall designate times, locations, and means for distribution of non-school literature at District facilities other than school campuses, in accordance with policy.

Trademarked Logo

The Dragon logo inside the outline of the state of Texas is the officially trademarked logo as of 2004. Carroll ISD provides for limited use of the logo through its ongoing Logo Licensing Program.

Official Carroll ISD PTO/PTSO and Booster organizations are permitted to use the logo for school-related purposes without obtaining a logo license agreement. All other entities must first secure a Logo License Agreement before using the trademarked logo for any purpose.

Logo licenses obtained for advertising purposes only require payment of an annual fee. Logo licenses obtained for retail sales of the logo require payment of an annual fee OR payment of a lesser fee with 10 percent gross sales paid on a quarterly basis to CISD.

A list of logo licensed vendors is available on the CISD Fundraising and/or Marketing websites. Questions about the trademarked Dragon logo should be directed to the Communications & Marketing Department at 817-949-7080.

We Care

Carroll ISD operates an employee appreciation program that provides opportunities for businesses and organizations to distribute pre-approved materials to employees via their district and/or campus mailboxes. Platinum and Gold sponsors are afforded two opportunities a year to distribute a pre-approved flier to employee mailboxes. Silver sponsors receive one opportunity to distribute a flier to employees annually. Approval and distribution of all We Care fliers are managed by the Communications & Marketing Department.

We Care sponsors do not have permission to send fliers home with students as per Policy GDKA Regulation.

All We Care funds are earmarked to be used for the District's employee appreciation program.

RELATED EXHIBITS



CARROLL INDEPENDENT SCHOOL DISTRICT FUNDRAISING Q&A

What is a fundraiser?

For CISD purposes, fundraisers are defined as “the organized activity or instance of soliciting money or pledges, to fund school district programs, trips or activities.” Examples include discount cards or coupon books, wrapping paper sales, golf tournaments, etc.

Who conducts fundraisers on behalf of Carroll ISD?

The district itself has ongoing fundraisers like the Dragon credit card, the Dragon license plates and other marketing projects. In addition, student clubs and organizations, as well as athletic teams and fine arts programs raise funds to assist with travel, equipment, uniforms, and other needs. Boosters Clubs and Parent-Teacher Organizations also raise funds for various programs, schools and district needs, as does the Carroll Education Foundation and Digging For Dragons.

Who is ultimately responsible for all fundraising projects done by or on behalf of Carroll ISD?

The Carroll Independent School District and the Superintendent

What is the first step for a fundraising company wishing to do business in Carroll ISD?

Contact CISD’s Purchasing Administrator in the Financial Services Department to apply for an official Dragon Fundraising Company card. This card is good for three years and costs only \$50 (less than \$17 per year). This card does not guarantee you a meeting with CISD sponsors, principals or school-related fundraising groups. Nor does the card guarantee the company approval of a fundraising project in Carroll ISD, but it is required before company officials or representatives can meet with CISD employees, students and parent organizations that fundraiser for the district.

What are an employee’s first steps in starting a fundraiser for Carroll ISD?

Identify what the funds will be used for; be sure if you are using a fundraising company that the company has obtained their official Dragon Fundraising Company Card; fill out the fundraising approval form and get it signed by your campus principal; follow the Fundraising Checklist provided in this packet.

Does Carroll ISD allow students to participate in door-to-door sales for fundraisers?

No. This type of fundraising tactic is against district policy for safety reasons. Students are permitted to sell to their friends, family and individuals they know.

Can Carroll ISD groups, organizations and employees raise funds for other charitable organizations or relief efforts?

Yes, with permission from the campus principal or Superintendent, Dragons are permitted and encouraged to participate in charitable and relief efforts. Carroll ISD may not, however, write checks to charitable organizations. Be sure to check with the Financial Services Department before collecting and depositing funds in CISD accounts that were collected with an intended purpose of charitable donations.

Do I have to purchase my fundraising items from an approved vendor?

All Carroll ISD employees must use approved vendors to purchase items. Keep in mind that the approved vendors list for purchasing purposes is different than fundraising companies who work with CISD to help raise funds. These companies must now apply for a Dragon Fundraising Card by paying a small fee of \$50, good for three years.

Have the fundraising policies changed dramatically for this school year?

No, the policies have remained relatively the same. The Carroll ISD Administration merely compiled a manual of policies and procedures to provide employees and support groups some guidance when raising funds for the district.

Where can I find out more about Carroll ISD's fundraising policies?

www.southlakecarroll.edu – then select the District Policies link from the Board Members drop-down menu. Or, you can email or call CISD's Purchasing Administrator, at 817-949-8282. Questions about ongoing marketing and sponsorship agreements can be directed to Julie Thannum at Julie.thannum@southlakecarroll.edu or 817-949-7080.

Where can I find Carroll ISD's fundraising forms and lists of approved official Dragon Fundraising Card companies?

Visit our website at www.southlakecarroll.edu and go to the Quick Links drop down menu. There you will find a link to the Fundraising web page.



CARROLL INDEPENDENT SCHOOL DISTRICT FUNDRAISING CHECKLIST

Use this checklist to ensure you are following district policy and the law.

Fundraising Checklist

- Ask to see the company's Dragon Fundraising Card to ensure officials have applied, paid their fee and been approved by Carroll ISD to be an official fundraising company.
- Listen to the company's presentation to ensure you know all the facts and have a clear understanding of how the fundraising program works and what is being asked of your student organization, campus group or parent/booster support organization.
- Ask questions about student involvement, program timelines, money collection and your organization's percentage of return. *(CISD recommends a 40% profit margin for your organization. Some Affinity-type programs will offer lesser percentages!)*
- Familiarize yourself with the policies and procedures outlined in this Fundraising Policies & Procedures Manual.
- Check to ensure the fundraiser does not violate any existing or exclusive Carroll ISD Sponsorship & Promotional Agreements *(Communications & Marketing Dept. 817-949-7080)*
- Complete the Fundraising Application & Approval Form, with the appropriate pre-approval signature(s) from your campus principal or building supervisor.
- Send completed Fundraiser Application & Approval Form signed by your supervisor to CISD's Purchasing Administrator, Carroll ISD Financial Services Department, at Central Administration building, as well as a copy to your Campus Principal or Supervisor.
- Maintain a copy of the completed Fundraising Application & Approval Form for your organization sponsor.
- Follow approval process and policies for flier distribution and fundraising communications.
- Send Fundraising information and details to appropriate individuals for campus and district newsletter distribution/communications, including posting on the CISD Fundraising web page.
- Properly and clearly state in all fundraising communications how and for what purpose the collected funds will be used.
- Report any program concerns, fundraising problems or sales incidents to your sponsor and/or campus principal.
- Follow all district guidelines for proper handling of cash and the deposit of funds related to your fundraising project.
- Make sure the funds are used for their communicated and intended purpose.
- Complete the Fundraising Recap & Evaluation Form and return to CISD's Purchasing Administrator, 3051 Dove Road, Grapevine, TX 76051 within four weeks of the close of your project.



CARROLL INDEPENDENT SCHOOL DISTRICT CHARITABLE RAFFLES FACTS

What is a raffle?

A raffle is the awarding of one or more prizes by chance at a single occasion among a pool or group of persons who have paid or promised a thing of value for a ticket that represents a chance to win a prize.

What are examples of legal raffles?

A Booster or PTO organization that is a 501 c (3) organization for three years could conduct a raffle whereby individuals purchase tickets for a chance to win a prize in a drawing. Raffles are not the same as auctions or contests where money is placed in jars to “vote” for a contest winner. In a raffle, people buy chances to win a set prize.

What are examples of illegal raffles?

Examples of unlawful raffles include any raffle that is 1) conducted by an individual, 2) conducted by a for-profit business or 3) conducted by a charity that has no members or otherwise does not qualify.

Is Carroll ISD an authorized and legal organization to conduct a raffle?

No. Carroll ISD is NOT an authorized organization able to conduct raffles. In turn, Carroll ISD employees are NOT authorized or legally able to sell raffle tickets as representatives of Carroll Independent School District.

Can parents or individuals conduct raffles on behalf of Carroll ISD?

No. Individuals are not authorized to conduct a raffle as per state law. Only qualifying organizations may conduct a raffle on behalf of Carroll ISD.

Can raffle tickets be sold on school premises?

No, raffle tickets may not be sold at Carroll ISD campuses during school hours. With permission from CISD, however, raffle tickets may be sold on school grounds during events outside of the regular school day **IF** the group is a legally-authorized organization to conduct a raffle as per Texas law.

Which organizations does Texas allow to conduct a raffle?

According to the Office of the Texas Attorney General, in order to conduct a raffle legally, a non-profit organization must have, among other criteria, members who elect a governing body and an exemption from federal taxes under Section 501 (c) of the Internal Revenue Code. A qualified non-profit must also have been in existence for three years.

Are there restrictions on how many raffles a qualified organization can hold?

The law permits only two raffles per year, requires several disclosures printed on tickets, and limits the value of prizes purchased by the organization to \$50,000.

Can any school-related groups conduct a raffle?

A “qualified non-profit organization” for purposes of the Charitable Raffle Enabling Act may conduct raffles in accordance with the Act to benefit the District or school. A parent-teacher organization may be qualified to hold such raffles if it meets the requirements of the Act. The qualified non-profit must have been in existence for three years.

What other restrictions does Texas place on organizations conducting raffles?

It is against the law to hold a raffle in which cash or anything readily convertible to cash, is offered as a prize, or which is promoted statewide or through paid advertising, including television, radio or newspapers.

What are the penalties for conducting an illegal raffle?

An unlawful raffle could be considered illegal gambling, which may carry criminal penalties. A county, attorney, district attorney or the attorney general may also shut down an illegal raffle.



CARROLL INDEPENDENT SCHOOL DISTRICT FLIER DISTRIBUTION FACTS

For more information see Policy GKDA and GKDA Regulation

Who can send fliers home with students?

Carroll ISD and all of its campuses are allowed to send fliers home with students if the flier contains approved school information by the campus principal or appropriate CISD Administrator. In addition, those school-related groups that receive the expressed permission of Carroll ISD (GKDA Regulation) are allowed to send fliers home with students. These organizations must first obtain the stamp of approval from the Carroll ISD Communications & Marketing Department.

Who are some of the groups approved under GKDA?

A few examples of school-related groups permitted to send fliers home with pre-approval from the Communications & Marketing Department include official CISD Booster Clubs, district-approved student clubs & organizations, Parent-Teacher Organizations, Digging for Dragons, and the Carroll Education Foundation.

Can non-profit organizations send fliers home with students?

No, but Carroll ISD has a community website where non-profit fliers can be posted for a period of two weeks. Send non-profit fliers to video webmaster rick.herrin@southlakecarroll.edu. Non-profits include Boy Scouts, Girl Scouts, Camp Fire, Grace, City of Southlake Parks & Recreation, etc. These are worthwhile organizations, but they are not qualified under GKDA Regulation to send fliers home with students.

Can a business send fliers home with a student?

No. Any business that wishes to send fliers home with students must have a signed advertising and promotional agreement granting the business that right to do so. Fliers should not be sent home with students without first checking with the Communications & Marketing Department 817-949-7080.

How do I get a flier approved to be sent home with students?

Contact the Communications & Marketing Department to see if your flier qualifies to be sent home with CISD students as per Policy GKDA Regulation. If the flier qualifies under district policy, the original document will receive the C&M Department's dated stamp of approval. Use that stamped original to make your copies.

Who is responsible for making copies of an approved flier for distribution to students?

The organization that created the flier or sought approval is responsible for making copies and delivering them to each campus for distribution to students. Contact the Communications & Marketing Department at 817-949-7080 to get campus enrollment and class/grade level bundling counts.

Does the flier distribution policy apply to electronic attachments and communications?

Yes. The same Policy GKD Regulation rules apply for electronic fliers and attachments.

Can We Care sponsors send fliers home with students?

No. We Care is an employee appreciation program. Sponsors of this program are permitted to have a flier placed in employee mailboxes if they give at the \$250 Silver (one flier per year), \$500 Gold (two fliers per year) or \$1,000 Platinum (two fliers per year) levels.

Can fliers and posters be put up in CISD schools and offices?

Each campus principal is responsible for approving fliers and posters to be hung in school windows or hallways. Decisions must be consistent with the established time, manner and location determined by the principal for that campus.

Can fliers be placed in teacher lounges or CISD foyers?

Campus principals are responsible for approving fliers that will be placed in their public foyer areas as per district policy. The Executive Director of Communications & Marketing approves placement of fliers and documents in other district sites. Teacher lounges are reserved for fliers and handouts by CISD or We Care sponsors.



CARROLL INDEPENDENT SCHOOL DISTRICT TRADEMARK LOGO FACTS

- The Dragon logo has been trademarked by Carroll ISD since 2004. The logo consists of a Dragon head outlined by the state of Texas. The official PMS green color is 347.
- Commercial, personal or retail use of the Dragon logo requires a Logo Licensing Agreement. For more information on how to obtain a logo licensing agreement, contact the Communications & Marketing Department at 817-949-7080.
- A list of licensed logo users is available on the district’s website. Click on Communications & Marketing under the “Departments” drop-down menu to find the appropriate link.
- Carroll ISD academic organizations, student clubs, athletic teams, and fine arts programs are authorized to use the trademarked logo for school-related purposes.
- Carroll employees are authorized to use the trademarked logo for classroom and school-related communications and purposes. An employee may not use the logo for personal use or for retail sales without the expressed, written permission of Carroll ISD and/or obtaining a logo license agreement with the district.
- Official Carroll ISD Booster Clubs, Parent-Teacher Organizations (PTO) and Foundations (Carroll Education Foundation and Digging For Dragons) have permission from CISD to use the trademarked logo without obtaining a logo licensing agreement. This means these organizations may purchase items for retail sales without obtaining a license, and the company making their item is not required to have a logo agreement, as long as sales are limited to the CISD group. If the company wishes to expand sales to include other logo items, that company must obtain its own logo license agreement.
- Carroll ISD has historically granted local youth athletic teams and organizations use of the logo without a license (i.e. Dragon Club Hockey and Lacrosse). Permission must be given in writing by contacting the Communications & Marketing Department.
- The district reserves the right to revoke logo privileges at any time at its sole discretion.
- Logo licensing options include:
 - Advertising use only - \$250 annually
 - Retail sales – your choice of \$2,500 annually or \$250 annually plus 10% commission on gross revenues paid in quarterly installments.