



**Crossings Christian School
FUNDRAISING, MARKETING, & COMMUNICATION POLICY**

***“...take an offering for the Lord. Everyone who is willing is to bring to the Lord an offering of gold, silver, and bronze...”
Exodus 35:5 In keeping with this passage in Exodus, CCS strives to provide opportunities for all who are willing to give of their resources. The mission of the CCS Development Office is to initiate, develop and cultivate partnerships beneficial to the development of Christ- centered servant leaders of Crossings Christian School.***

These policies and procedures are designed to provide appropriate giving opportunities to families and friends of CCS while protecting the overall health of giving to Crossings Christian School, including capital and annual operating donations.

Fundraising Policies and Procedures

Any fundraising on behalf of or in support of Crossings Christian School must be conducted in accordance with the policies and procedures of Crossings Christian School and in accordance with GAAP, General Accepted Accounting Principles.

Fundraising events/fundraisers include any event that collects and/or solicits funds or in-kind donations with an expected collective value of over \$250 intended to be utilized in support of any CCS event, team, group, or entity. Existing and new fundraisers must adhere to the policy and procedures as listed below. New fundraising events, by an approved CCS parent group or otherwise, must obtain permission from both the CCS Head of School and CCS Development Office before soliciting any funds.

- A. Before beginning any fundraising events or donation requests, whether new or existing, groups must request approval by submitting the online fundraising form to the Development and Marketing Office. The form can be found at crossingschool.org/fundraising and must be submitted no later than two (2) weeks prior to the project start date or initiation of requests.
 1. In an effort to respect donors within the CCS community and beyond, a list of potential contacts and/or donors must be submitted for review using the online form. Approval of submissions may take up to five (5) business days.
 2. Any unsolicited promise of a donation or cash gift by a business, group, or individual must also obtain approval and should be submitted online.
 3. Event timelines will be coordinated throughout the Development and Marketing Office in an effort to prevent overlapping fundraisers among other groups.
- B. Designated cash and in-kind gifts must be given approval by the CCS School Board prior to acceptance in accordance with the CCS Board Policy and Procedures Manual.
- C. All gifts given or purchases of items in support of CCS must be approved by the school upon receipt and deposited solely through Crossings Christian School. Cash, checks, and donations may not be deposited or held by any group and/or individual banking account.
- D. Any communication or marketing of events should be done using the online communication form at crossingschool.org.
- E. Solicitation of partnerships, funds, or advertising through Crossings Community Church is strictly prohibited.

Note:

Invoices, Purchase Orders, and W9's are only available through the CCS Development and/or Business Office and cannot be duplicated or created by any other CCS entity or support group.

Additionally, any agreements, programs, or contracts must be signed by a CCS representative within the Business and/or Development Office in accordance with CCS Board Policy and Procedures.

Marketing and Communication Policies and Procedures

The communications strategy of Crossings Christian School begins with the guidelines in the CCS Brand Guide. The Brand Guide provides all the information necessary to ensure the accurate and effective presentation of CCS to internal and external audiences. The guidelines encompass CCS's family of graphic elements, including the logo, nomenclature, wordmarks, emblems, positioning statement, academic and athletic logos, color palette, recommended typefaces and applications to the stationary system, presentation media and the CCS website.

The administration, teachers and students of CCS must follow these guidelines. Additionally, all academic, athletic and extracurricular groups or organizations must follow these guidelines. Outside agencies, publishers or vendors that create print, electronic or branded merchandise for CCS are also required to abide by these guidelines.

- A. Marketing of all CCS events should be done through the online communication form found at crossingschool.org/online-communication. Communication requests should be submitted by 4pm on Tuesdays to be included in the current weekly news, website announcement, marquee, social media posts, and monitor rotations.
- B. Any and all social media platforms bearing the name of Crossings Christian School, CCS, or any CCS related entity must be authorized and set-up by the Development and Marketing Office.
- C. Websites, emails, and social media platforms NOT created by or endorsed by Crossings Christian School may not be utilized for school teams, events, or groups, and may be terminated.
- D. Crossings Christian School asserts ownership over its name, marks and slogans, and those cannot be used to imply or suggest endorsement of any product or service not provided by the school. The school's marks, positioning statement, athletic and academic marks are registered and protected by law. Individuals and organizations outside the school who wish to use any of the school's marks for commercial purposes or for promotional activities must first obtain permission from the Development Office.
 1. Any printed items including programs, t-shirts, or other items bearing the Crossings Christian Name or any CCS logos must be approved prior to printing in accordance with the CCS Brand Guide. Requests can be made using the online communication form.
 2. Please allow up to 48 hours for approval.
 3. The spelling, images, and listings of student names and grades should be proofed by the individual requesting approval and is not the responsibility of the Development and Marketing Office.