

COMMUNITY RELATIONS:  
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB (R)

Board Policy GKB (LOCAL) prohibits the following groups from advertising, promoting, selling tickets, or collecting funds in the schools without the approval of the Superintendent or designee: political, sectarian, commercial, civic, cultural. Regulation [GKB \(EXHIBIT\)](#) lists service organizations that have been approved to contact the schools. No principal shall be required to approve requests of groups who have been approved to contact the schools. Such approval shall be left to the principal's discretion and judgment. Principals contacted by any group or representative of a group not included in the exhibit shall refer them to the Associate Superintendent for Campus Support, except as designated in this regulation.

**VENDORS/SALESMEN** All vendors/salesmen shall be required to clear through the Department of Procurement and E-Commerce before visiting any North East ISD campus. Any salesperson on campus must have a letter of authorization, a contract, etc., indicating that they have received approval from the Department of Procurement and E-Commerce.

**EMPLOYEE BENEFITS** Any representative offering annuities or similar insurance/benefit programs for employees shall be required to clear through the Director of Risk Management.

**FLYERS** In general, the District shall not approve distribution of flyers advertising or promoting non-school related events or products. Questions regarding such distribution should be directed to the Central Office executive director or director in charge of the area related to the request (i.e. swim teams, Executive Director of Athletics; curriculum, Executive Director of Curriculum and Instruction). Groups listed in [GKB \(EXHIBIT\)](#) may distribute information at the principal's discretion.

**COUPONS AND PASSES** The decision to distribute coupons or passes to employees and students shall be left entirely to the judgment and discretion of the principal.

DATE ISSUED: 03/20/00