

## Fundraising and Social Media

Social media has become an important and effective tool in many fundraising efforts throughout the Gaston County School System. Crowdfunding websites such as [gofundme.com](https://www.gofundme.com), DonorsChoose.org, and others have become popular ways for parent organizations, teachers, and others to raise funds for specific projects at individual schools. While these websites can be powerful tools in gathering needed funding to the school district, it can also be a source of potential fraud. When donating through crowdfunding websites please consider the following: 1) try to use websites where the funds raised go directly to the school being served – not the individual requesting the funds and 2) contact the principal regarding any crowdfunding projects at their school. Principals approve of all fundraising efforts using their school name in the solicitation. Please stay vigilant as you make online donations to our schools. Thank you for your support.