COMMUNITY RELATIONS

Booster Clubs and Other Approved Parent Groups

Booster clubs and other approved parent organizations may be recognized by individual PWCS schools, if such organizations support PWCS schools, students, approved teams, programs, or extracurricular activities, and such organizations abide by all applicable School Board policies and regulations. Booster clubs or other parent organizations, even if approved to operate on PWCS property or at school activities, are separate legal entities which operate independently from the Prince William County Public Schools and are not school-sponsored programs or departments.

I. Booster clubs or other parent organizations which seek access to school property and facilities in order to provide support to PWCS schools, students, teams, programs, or extracurricular activities, must first obtain the approval of the school principal or designee. Such approval shall remain in effect from year to year unless revoked by the principal or designee.

II. All such parent organizations must agree to abide by School Board policies and regulations and the directives of the school principal.

III. PWCS encourages the formation of booster clubs which support all school teams, programs, or extracurricular activities within the school.

IV. Approved booster clubs and parent organizations must maintain their organizational independence from PWCS, subject to the oversight set forth in this regulation. Such organizations may use a PWCS school or team name and the school/team logo or mascot, and may maintain a website or web page which links to the school’s website under the terms and conditions set forth in Regulations 295-1, “PWCS Acceptable Use and Internet Safety Policy” and 295-2, “Website Development and Implementation.” Such privileges are revocable and contingent upon continued compliance with PWCS policies and regulations and the directives of the principal.

Any written or electronic communications of booster clubs or other approved parent organizations, including signage, which use the school or team name, logo, or mascot, must bear the following disclaimer in a prominent place:

The [enter name of booster club or other parent organization] is not a program or department of the Prince William County Public Schools, but an independent
organization which has obtained the approval of PWCS to support its schools, students, teams, programs, and extracurricular activities. All funds raised by [enter name of booster club or parent organization] must be used for approved school purposes.

All websites or web pages of any approved booster clubs or parent organizations which maintain a link(s) to the PWCS Internet, or any PWCS website or web page, shall include the above disclaimer on the main page or linking page of such organization’s website. Additionally, all linkages shall be preceded by the disclaimer below:

Warning! You are leaving the PWCS website. This web page contains links to one or more websites outside the PWCS network, which are not PWCS venues and may not reflect the views or opinions of PWCS. PWCS does not control the content of such websites and does not sponsor or endorse any messages, products, or services contained on such websites.

V. All programs and funds raised by any booster club or parent organization must be used for school-related purposes, as approved by the school principal and appropriate Associate Superintendent, subject to the procedures set forth in Policy 354, “School Activity Funds,” and Regulation 341-1, “Guidelines for Fund-Raising Activities.”

VI. Any improvements to school buildings, athletic fields, or other school facilities or property must first be presented to the school principal for review and approval by the Director of Facilities Services.

VII. Principals are responsible for ensuring that all funds, goods, or services used to provide or supplement athletic programs, facilities, or equipment, comply with the requirements and spirit of Title IX. The Supervisor of Health, Physical Education, and Athletics may be consulted in making such determinations.

VIII. Use of school buildings and facilities by booster clubs and other parent organizations shall be governed by Policy 930, “Community Use of School Facilities” and the PWCS Community Use Manual.

IX. In order to obtain approval, all booster clubs and other parent organizations must maintain a general liability insurance policy naming the Prince William County Public Schools and its employees as additional insureds, which provides coverage in scope and amount acceptable to the Director of Risk Management and Security Services.
Principals are responsible for providing the Director of Risk Management and Security Services with evidence of such insurance prior to approving any booster club or parent organization.

X. All booster clubs and approved parent organizations must file bylaws or other written documents with the school principal, under documents which such club(s) and organization(s) agree to operate under the following principles:

A. A transparent and democratic leadership structure;

B. Open membership policies which provide for participation by all parents or guardians of PWCS students attending the school or participating in the program, team, or extracurricular activity;

C. Policies which prohibit discrimination in program and membership, based upon race, color, national origin, religion, sex, pregnancy, age, veteran status, or disability;

D. Agreement to administer all funds received from fund-raising activities under the principles set forth in Policy 352, “School Activity Funds,” Regulation 341-1, “Guidelines for Fund-Raising Activities,” and the PWCS Financial Guidelines Manual, including the requirement that the booster club or parent organization undergo an annual outside audit conducted by a person or business which is independent of the organization. A copy of such audit shall be provided annually to the principal.

XI. Commercial Advertising

In recognition of the unique contributions made to PWCS by approved booster clubs and parent organizations, and in light of the special relationship between such organizations and the School Division, the Prince William County School Board has delegated to such approved organizations the right to engage in limited commercial advertising, using school/team/club names, mascots, and logos in select PWCS venues. The following rules govern any commercial advertising conducted by PWCS-approved booster clubs or parent organizations:

A. All advertising in any way connected with PWCS or any PWCS school, department, program, team, club, or extracurricular activity requires prior approval by the school principal to determine if the advertising complies with
Regulation 923-1, “Commercial Advertising,” with the exception of the Lease Agreement provision of Section III. All advertising by booster clubs or other approved parent organizations which generates revenues exceeding $15,000 for any school year or for any agreed-upon multi-year period, must be approved by the appropriate Associate Superintendent and the Associate Superintendent for Communications and Technology Services (or designee), and may also be subject to further approvals depending upon the nature, scope, and impact of the advertising proposal.

B. All advertising revenues shall be used only for specified school purposes which have previously been approved by the school principal, and, if applicable under Regulation 923-1, the Director of Facilities Services, the Supervisor of Health and Physical Education, or the Division Superintendent and the Prince William County School Board.

C. Booster clubs and other parent organizations do not have authority to grant exclusive advertising or marketing rights to any advertiser on behalf of PWCS.

D. Booster clubs and other parent organizations do not have the authority to provide, or promise to provide, naming rights to any PWCS building, facility, component thereof, or to other real or personal PWCS property, without the express approval of the Prince William County School Board.

E. All advertising by booster clubs and other parent organizations which is in any way connected with the Prince William County Public Schools, including but not limited to signage, circulars, programs, posters, newspaper or magazine ads, etc., must bear the following prominent disclaimer:

   The [enter name of booster club or parent organization] is not a program or department of the Prince William County Public Schools but an independent organization which has obtained the approval of PWCS to support its schools, students, teams, programs, and extracurricular activities. All funds raised by [enter name of booster club or parent organization] are used for school-related purposes.

F. All advertising by booster clubs and other parent organizations using the PWCS network, including any school or department website, must bear the above disclaimer, and any link from a PWCS website or page to a website maintained by a booster club or other parent organizations shall be preceded by the following disclaimer:
Warning! You are leaving the PWCS website. This web page contains links to one or more websites outside the PWCS network, which are not PWCS venues and may not reflect the views or opinions of PWCS. PWCS does not control the content of such websites and does not sponsor or endorse any messages, products, or services contained on such websites.

G. Permissible Venues: Booster clubs and other approved parent organizations shall be permitted to advertise in or on programs, flyers, calendars, posters, signs, banners, and other venues traditionally associated with PWCS athletic and extracurricular clubs, teams, and programs, subject to the approval of the principal. Due to their special relationship with PWCS and the oversight reserved to the Division under this regulation, such booster clubs and parent organizations may also be given limited access to the school public announcement system, but only during non-instructional time and for the purpose of publicizing school-related events and programs.

H. Prohibited Venues: Booster clubs and other parent organizations may not have access to venues, including the PWCS Internet or PWCS school websites and pages, which are reserved for the school, for the PWCS Office of Community and Business Engagement, and/or for the Prince William County Public Schools Education Foundation.

XII. PWCS reserves the right to revoke the commercial advertising privileges or the approval of any booster club or other parent organization which fails to comply with the requirements of this regulation or any other applicable School Board policy or regulation, or which otherwise fails to comply with a reasonable directive(s) of the school principal. Such decision may be appealed from the principal to the appropriate Associate Superintendent.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for implementing and monitoring this regulation.

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for reviewing this regulation in 2019