



Supplementing the Budget: Online Fundraising to Support School Initiatives





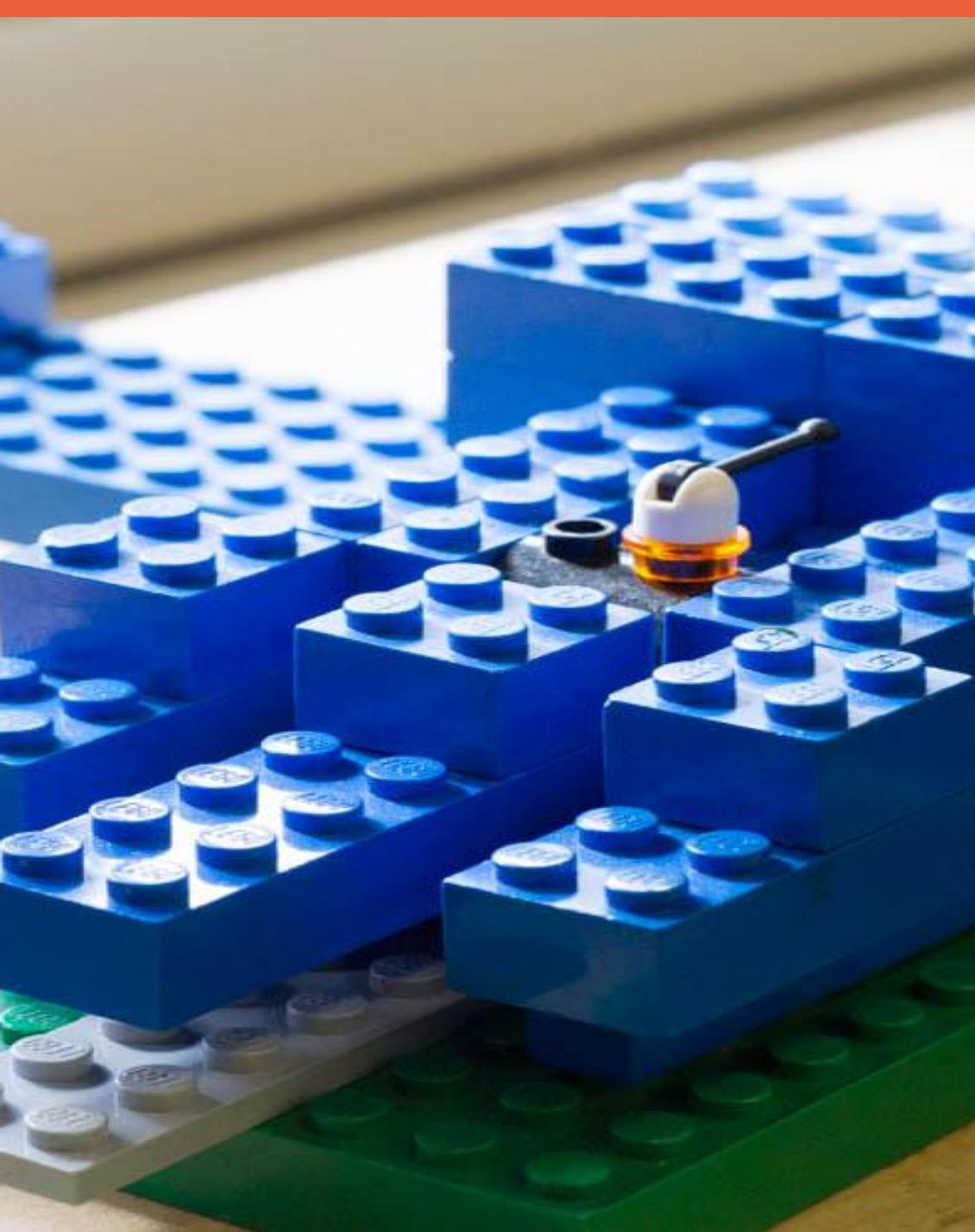
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Agenda

Introduction

About DonorsChoose.org

Principal Case Studies

Engaging Your Teachers

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Contact Us

What would you do with an
additional \$30,000 in funding to
advance student learning in your
school?



These are school fundraisers.

How effective is your school at fundraising **outside** of your local community?

1

2

3

4

5

*Not
Effective*

*Very
Effective*

How to Get \$29 Million for Classroom Projects? Just Ask

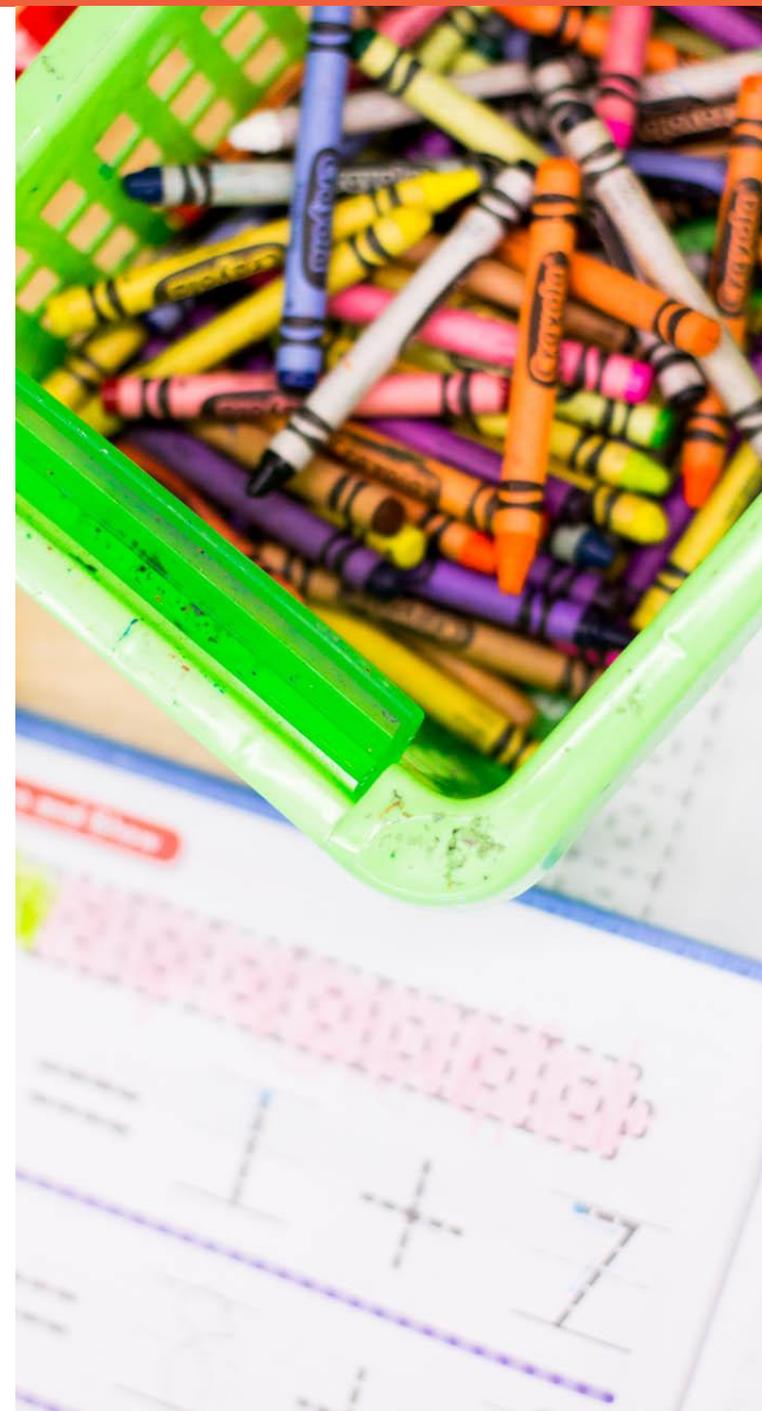


This is also a school fundraiser.

A single donation from Ripple, a virtual currency company, funded every project listed on DonorsChoose.org. The money will reach students in more than 16,500 public schools nationwide. Christopher Lee for The New York Times

What is Crowdfunding?

Today, online crowdfunding makes it possible for schools to raise funding for classroom resources from donors outside their community, regardless of the size of their PTO/PTA.





How DonorsChoose.org Works

Why We're the Leading Crowdfunding Site for K-12 Education

We predominantly serve low-income schools, which is why Dan Domenech, Executive Director of the AASA, calls us "the PTA equalizer."

*As the largest crowdfunding site dedicated to public schools, DonorsChoose.org meets a **singularly high standard of transparency, accountability, and security**. We send materials, not cash, to teachers, and we always keep principals in the loop.*





How it Works



Teachers at verified schools request specific items.



We vet every single project that teachers post.



Donors and foundations contribute to these requests.



We order the items and ship them to the school.



We notify the school in advance of every shipment.

\$833 GOAL

HOORAY! THIS PROJECT IS FULLY FUNDED

Keep the momentum going! Make a donation to Ms. Chau for her next project!

\$

Give

The Library of Our Dreams!

Help me give my students the library of their dreams-filled not just with "school" books but also the books that they've been dying to devour, talk to their friends about, and laze around on Sundays with.

My Students

The 4th grade students in my school walk in the door with enthusiasm for the day ahead. I am so proud of the high quality education that my school provides to an extremely diverse population of students. My students have a large range of learning needs and goals and come from a variety of different backgrounds. In my 4th grade class last year, there were 14 different languages spoken among my students alone!

But one thing all of my students have in common is a love of literature--both reading and writing.

My Project

In our last Donors Choose project, we got the materials needed to



Ms. Chau
Grades 3-5

Growing Up Green Charter Elementary
School
Long Is City, NY
More than half of students from low-income households ?

Flexible Seating for 3rd Graders

Help me give my students more flexible seating options, like wobble stools, lap desk seats, and stability cushions, to help them stay focused in the classroom.

My Students

I teach in a very diverse community with a wide range of learners. I have students from all different walks of life stepping into my 3rd grade classroom in the fall. Each student and family is so unique and comes with different life experiences that make the classroom community feel complete.

My students thrive with the opportunity to participate in a STEM-integrated, project based learning, curriculum.

They are growing to be well-rounded, inquisitive learners who are equipped with the knowledge, skills, and confidence to succeed in their future. Even though I am the teacher, they are teaching me along the way.

My Project

In our project based learning environment, my students are always up and working around the classroom. More flexible seating will allow them to be working in spaces all around the room when completing their hands-on activities. Having lap desks, kids can find a spot in a quiet corner instead of at their seats!



Ms. Mackes

Grades 3-5



Renaissance Community School for Arts
New Bedford, MA
Nearly all students from low-income households ⓘ



11 donors have given to this project.

This project will reach 25 students.

New Bedford, MA

Grades 3-5

Nearly all students from low-income households



Impact to Date

Project funding
\$875,000,000

Projects funded
1,500,000

Students helped
36,000,000

Schools participating
82,000

Teachers funded
530,000

Supporters
3,900,000

Our current impact to date is always available at www.donorschoose.org/impact

\$450 million

provided by our corporation
and foundation partners alone
to support classroom
innovation

4,000+

total number of corporate and
foundation partners since 2000

75%

of funding comes from folks
who've never met the teacher
they're supporting

National Fundraising Local Impact

Google.org

ripple

PNC
FOUNDATION

BILL & MELINDA
GATES foundation

Horace Mann

3M

COLLEGE FOOTBALL PLAYOFF
FOUNDATION

verizon

OSHKOSH
Bigosh

STAPLES
Business Advantage

Disney

SONIC

★ macy's gives



Principal Power

Principal Power

Supporting Teacher Efforts on DonorsChoose.org

Leverage DonorsChoose.org to:

- ❑ Promote instructional priorities
- ❑ Engage parents and your greater community
- ❑ Help teachers explore innovative new resources in the classroom
- ❑ Offer more professional development opportunities for your teachers
- ❑ Recover from a school-wide disaster
- ❑ Make teachers feel engaged in the classroom
- ❑ Encourage teachers to collaborate with each other





Sharon McNary
Principal
Richland Elementary School

\$189,594

given to support classroom
projects

312

funded projects in Richland
Elementary School

Case Study: Encourage Teachers to Collaborate

“When a few of my teachers began posting projects on [DonorsChoose.org](#), the news spread like wildfire. Now we have a teacher who serves as a [DonorChoose.org](#) Ambassador, and I always refer my new teachers to her so she can help them post their first project.”



Damon Qualls

Principal
Monaview Elementary School

\$201,000

given to support classroom
projects

447

funded projects in Monaview
Elementary School

Case Study: Help Teachers Refine Their Craft

*"I relied on DonorsChoose.org as a
classroom teacher.*

***Now that I'm a principal, it's a
must-have tool that I encourage
all of our teachers to use.***

*The resources we've received have
transformed classrooms."*





Principal Toolkit



DonorsChoose.org

Support a classroom. Build a future.



**National Association of
Elementary School
Principals**

Who can post projects on DonorsChoose.org



- ❑ Librarians and media center specialists



- ❑ Guidance counselors and social workers



- ❑ School nurses and language pathologists



Collaborate with Your Teachers to Dream Big

Principals can partner with their staff to create school-wide projects that go beyond the scope of one classroom. Some examples include

- ❑ A principal who worked with a lead teacher to source [a professional development opportunity for over one dozen teachers](#)
- ❑ Working with the PE teacher to [request new playground equipment](#)
- ❑ A second-grade teacher creating [a project to establish a school TV station](#)



PROFESSIONAL DEVELOPMENT

Investing in Our Students

I need funding for our school's participation in the professional development provided by Indiana Partnership for Young Writers.

My Students

We strongly believe in creating meaningful and valuable experiences for our students. Our teachers successfully implement a holistic approach to learning. We value the development of the whole child; educating our students emotionally, socially, and academically. We create classroom communities that allow students to be inquisitive, problem solvers, and work together to build connections and new learning through real-world experiences.

As educators, we seek opportunities to further develop content knowledge, create meaningful strategies within the classroom, and deepen our understanding of how children learn.

Our teaching is not scripted; students are not sitting in rows, completing worksheet after worksheet, or working on one specific text. As an International Baccalaureate school, we provide hands-on, inquiry-based experiences. We focus on student-centered workshop teaching. This philosophy allows students to apply higher order thinking. Teachers identify students' academic talents, creating challenging activities for each student.

Our students are life-long learners. We hold true to that belief as well. We are always seeking opportunities to learn and grow. Not only is collaboration key, but professional development opportunities are crucial to our ongoing learning. Guidance and knowledge gained from experts are fundamental to our success, and the success of our students.



Ms. Byrd

Grades PreK-2



Center for Inquiry at School 84
Indianapolis, IN



40 donors have given to this project.

This project will reach 150 students.

Indianapolis, IN

Grades PreK-2

Literacy

Literature & Writing

Professional Development

SHARE MS. BYRD'S PROJECT





Engaging Your Teachers

Four Steps to Best Engage Your Teachers



Step 1

Host a [staff professional development teacher training](#).



Step 2

Send regular communications to teachers.



Step 3

Let your teachers know when there are DonorsChoose.or [funding opportunities](#).



Step 4

Share the success your teachers are having at regular staff meetings.

Check out the [**NAESP Principal Toolkit**](#) to learn more!

Engaging Your Teachers

3 Tips from Dawes Elementary School

Teachers at [Dawes Elementary School](#) have been using DonorsChoose.org for over 10 years, and they've raised more than \$600,000 in classroom project funding.

1. Celebrate wins, big and small.
2. Support collaboration.
3. Spread the word.

“When other teachers saw the resources Amani acquired through her crowdfunding projects, it piqued their interest.”





Signing Up for Notifications

DonorsChoose.org/Principals

Principals like you use DonorsChoose.org to support their classrooms

Through our site, more than **11,000 school districts** in the United States have received over **\$839,162,585** of philanthropic funding for classroom resources. That's why **82% of all the public schools in America** have at least one teacher who has created a project request on DonorsChoose.org!

Get principal notifications for your school

Full Name

Email address

School name

📍 Searching near [New York City, NY](#)

- I'm the principal
- I'm not the principal, but I'm a leader at this school

- ❑ Find out about new funding opportunities and match offers
- ❑ Get notified whenever one of your teachers posts a project
- ❑ Receive email notifications when materials are shipped to your school



How to Talk to Your District Leaders About Crowdfunding

By using DonorsChoose.org, your school could be a leader within your district. We're here to help make sure your district administrators have what they need to understand the benefits of our site and to set all teachers up for success.

Here are some links you can pass along to your superintendent, grants officer, or technology team:

- [Our district administrators page](#)
- [DonorsChoose.org 101](#)
- [Overview of crowdfunding best practices](#)
- [Controls for school districts](#)
- [A model crowdfunding policy from AASA](#)

Support From District Leaders

“DonorsChoose.org helps to **fill the financial support gaps** to classrooms that public school funding is unable to fill. Teachers love the autonomy to seek out resources for their classrooms or projects they are working on to **support student learning.**”



Dr. Nikki Woodson
Superintendent, MSD Washington
Township, IN

“As a district leader, I **want my teachers to be able to innovate.** DonorsChoose.org helps ensure that they have the classroom resources to do so, while making it easy for people across America to support Philadelphia classrooms.”



Dr. William R. Hite
Superintendent, The School District
of Philadelphia, PA

“DonorsChoose.org is **the crowdfunding platform of choice** for Atlanta Public Schools-- it combines the generosity of our community with education enthusiasts across the country to ensure all our students are college and career ready.”



Dr. Meria J. Carstarphen
Superintendent, Atlanta Public
Schools, GA

DonorsChoose.org & NAESP Team Up to Support Your Schools



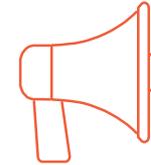
Participate in the Back-to-School Webinar

Join DonorsChoose.org for a webinar **August 2019** to learn about crowdfunding best practices. **New NAESP members** can receive a \$100 DonorsChoose.org gift card to support projects created by your teachers.



Monthly Gift Card Drawings

Two NAESP members will be selected each month from September 2019–June 2020, to receive \$500 DonorsChoose.org gift cards that can be applied to school projects.



Help Recruit New NAESP Members

Existing NAESP members who **recruit new members and engage DonorsChoose.org and NAESP on social media** will be eligible to win gift cards.



Students might be enjoying the final weeks of summer, but principals and their teams are hard at work preparing for the new school year. This Back-to-School Toolkit will help guide your interactions with students, staff, and families at the start of the year. Find fact sheets to share with staff and families, school-project funding opportunities, and professional development ideas, as well as resources on topics such as attendance, home visits, and connected leadership. Early career and veteran principals alike will find this information useful.



A message from NAESP Executive Director L. Earl Franks, Ed.D. CAE

Member Login

Username:

Password:

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[Renew Now](#)

[Need Login Help?](#)

- [Project Funding](#)
- [Resources](#)
- [Attendance](#)
- [Student Support](#)
- [Calendar](#)

Project Funding

NAESP and DonorsChoose.org are teaming up to help principals support their teachers get projects funded on [DonorsChoose.org](#). Encourage your teachers to post projects on DonorsChoose.org from September 2019 thru June 2020.

Each month, NAESP and DonorsChoose.org will award two DonorsChoose.org gift cards of \$500 to fund a school project.



More information at
DonorsChoose.org/principals

Contact us anytime at DonorsChoose.org!



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