DonorsChoose.org

A Jackpot of Classroom Funding

Presented by
Laura Candler & Francie Kugelman

Meet Laura Candler

- Classroom teacher (30 years)
- National Board Certified
- Creator of LauraCandler.com
- Milken Educator Award

Meet Francie Kugelman

- Classroom teacher (15 years)
- Used DonorsChoose.org since 2006
- DonorsChoose Project Screener
- BizWorld Teacher of the Year

You're in the Right Place

- You've heard about DonorsChoose, and you want to know how it works.
- You've tried DonorsChoose, but your project wasn't funded.
- You've have DC projects funded, but you'd like new ideas for projects.
- You're looking for tips and strategies to help your projects fund quickly.

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Here's What You'll Learn...

- What DonorsChoose is and who can submit project proposals
- How the DC proposal submission process works, step-by-step
- Dozens of ideas for the types of project proposals you can submit

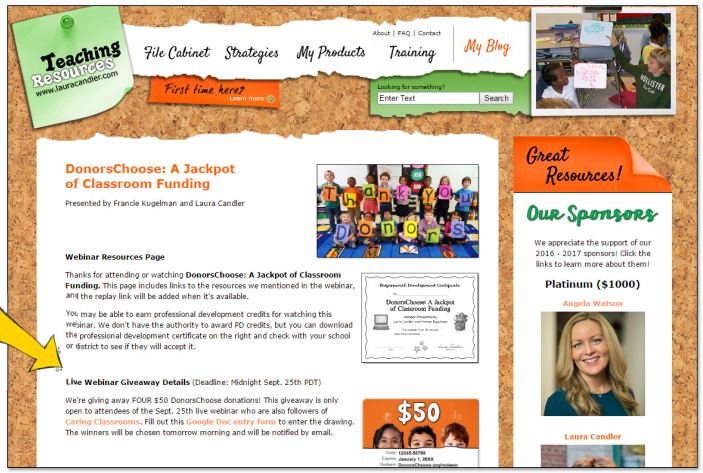
You'll Also Learn...

- Francie's secrets for getting your projects funded quickly
- What DC giving communities are and how they support teachers
- Where to find news about special funding matches and offers

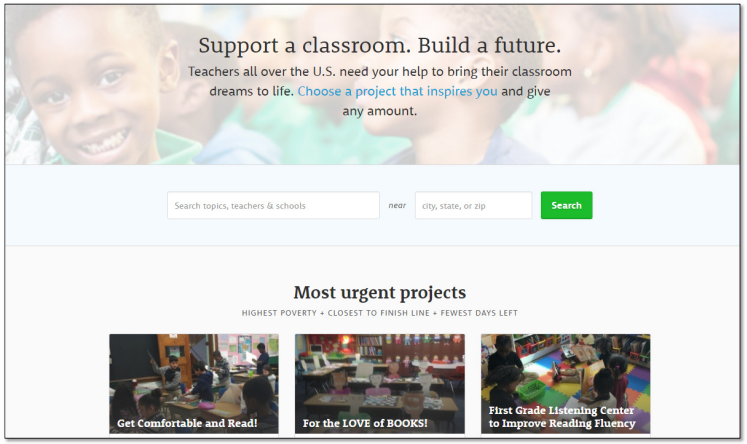
DonorsChoose.org

DonorsChoose Webinar Resources

Giveaway Details and Free PD Certificate

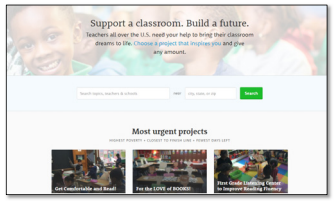


What is DonorsChoose.org?



What is DonorsChoose.org?

- Non-profit charitable organization that connects teachers who need resources with donors who choose projects they want to support
- Founded in 2000 by history teacher Charles Best



Does DonorsChoose Work?

YES! It works!

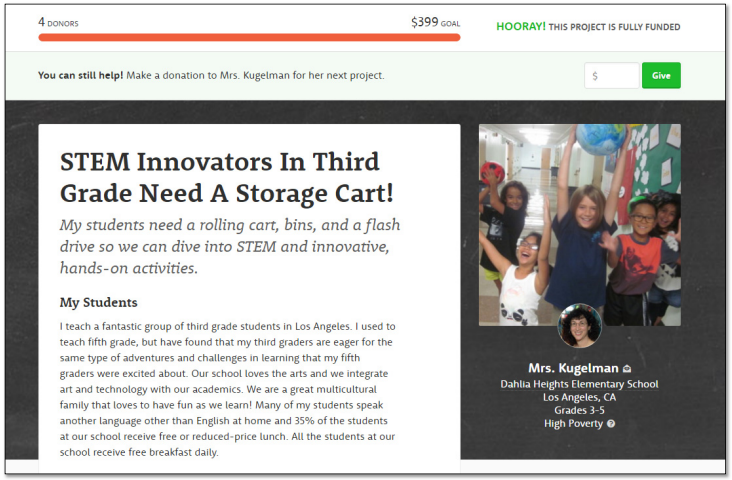
- $467 million raised
- 19 million students impacted
- 791,000 projects funded from 2000
- Francie has had 185 projects funded totaling over $112,000!

Who can Submit a DC Proposal?

Full-time classroom teachers, librarians, guidance counselors, and school nurses

U.S. Public Schools Only

How Proposals Appear Online



What Can You Ask For?

Classroom resources and more!

- BrainPOP Subscription
- Owl Pellets
- Computers/Tablets
- Field Trips
- Conference Fees
- Visiting Artists

How is DC Different from a Grant?

- No principal authorization required
- Easy online proposal submission process
- Shop for resources online, and materials are sent directly to your school.
- Multiple project proposals at one time

Who Owns the Materials?

- Materials belong to the classroom and are not the property of the school or district.
- If the teacher leaves the school, the materials, by default, stay at the school.
- However, the teacher may take the materials to the new school if it's DC eligible and the principal agrees.

Who Might Fund Your Project?

All Donations are tax-deductible!

- Total strangers and corporations
- Parents/grandparents of your students
- Family members, Facebook friends, and any friends who want to support you and your classroom
- DC Giving pages
- You can help, too!

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Ideas for Project Proposals

Not sure what to ask for?

Let these 100 ideas inspire you!

Ideas for Classroom Resources

- Math manipulatives
- Dry erase boards
- Science supplies
- Classroom carpet

More Resources to Request

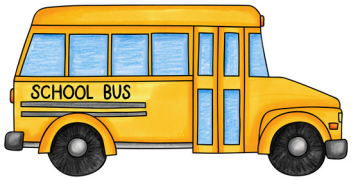
- Literature circle book sets
- Spelling City Subscription
- Printer
- Toner
- iPads

More Ideas for Resources

- Document camera
- Laptop computers
- LCD projector
- Art supplies

More Ideas for Project Proposals

- Professional development
- Field trip expenses
- Performance/visiting artists
- Student-led projects



Teacher Professional Development

- Covers registration and professional development membership fees
- Reimbursement Rates
  - Transportation–$150 max
  - Lodging–$100 per day
  - Food–$30 per day

Read Laura's Corkboard Connections blog article for more details.

Field Trip Project Proposals

- Make sure your field trip date or deposit due date is at least 2 months away, but not more than 8 months away.
- You MUST separate out the costs in your project. You will upload a price quote for the admission fee, and another price quote for the bus transportation fee.

Performance or Visiting Artist

Murals, Science and Art, Oh My! Empowering Students Through Art

My students need expertise from an amazing artist who will help them transform the blank walls surrounding their Literacy Garden into a true learning space with a mural.

Performance or Visiting Artist

DonorsChoose Step-by-Step

- Set up a free account.
- Write a project proposal and shop online.
- Promote your project and seek donors.
- Celebrate when project is funded!
- Take photos of students using resources and complete thank-you package.

DonorsChoose.org
Teachers ask. You choose.

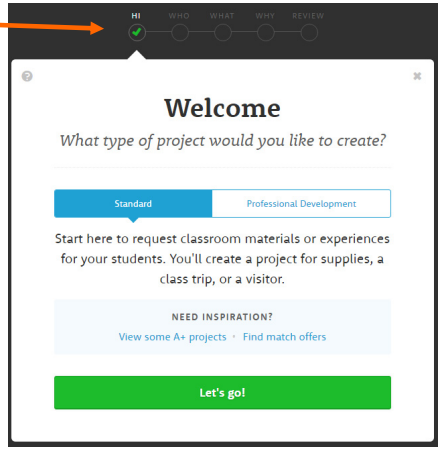
Writing Your DC Proposal

1. **Who?** Describe classroom and school.
2. **What?** Shop online for resources, and then describe them and how they will be used.
3. **Why?** Explain how the materials or experiences will benefit your students.

Writing Your Project Proposal

Step 1: Choose the Type of Project

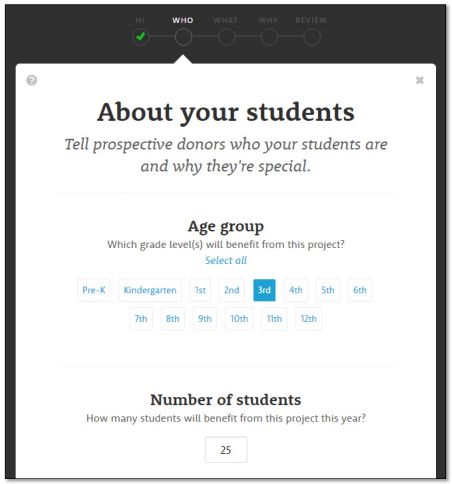
- Standard
- Professional Development



Writing Your Project Proposal

Step 2: Who?

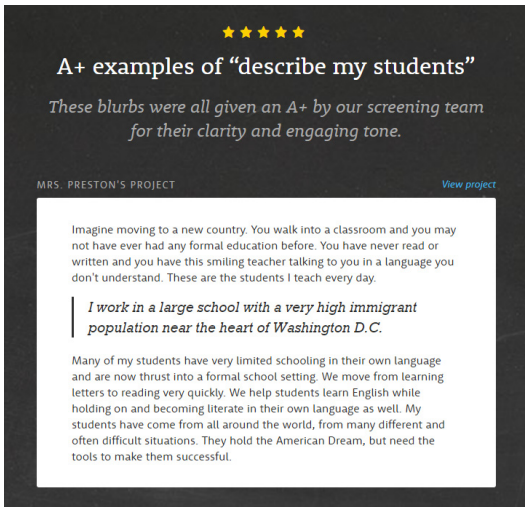
- Age group
- Number of students



Writing Your Project Proposal

Step 2: Describe Your Students and School

Sample Project Proposal



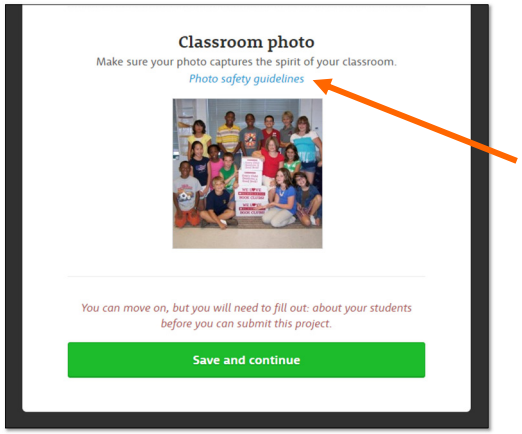
Writing Your Project Proposal

Sample Description of Students and School

I teach second grade at a neighborhood school in an impoverished area in Topeka, Kansas. My students are a diverse group with various learning needs and challenges. We are a Title I school, which means that over 87% of the students receive free or reduced-price lunch. Many of our students cannot afford basic school supplies.

Writing Your Project Proposal

Step 2: Upload a Classroom Photo



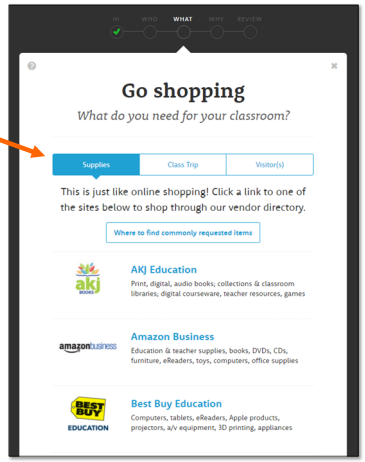
Writing Your Project Proposal

Review the class photo guidelines carefully.

Writing Your Project Proposal

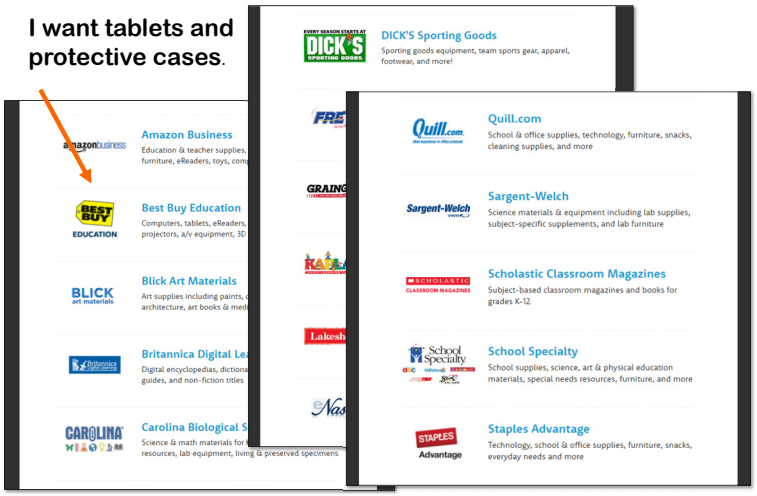
Time to Go Shopping!

You must ask for at least $100 of resources. Tax and an administrative fee will be added, so the total cost will be much greater than the cost of your resources.

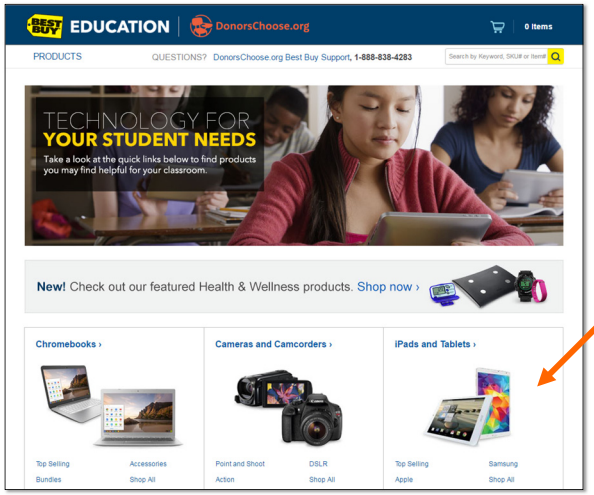


Writing Your Project Proposal

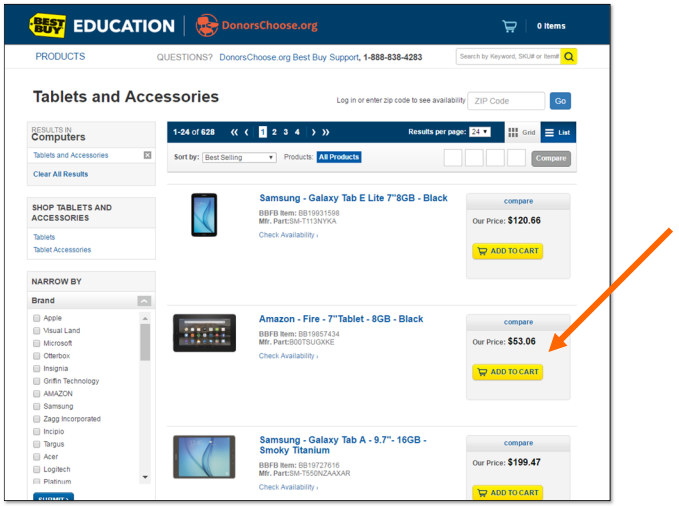
I want tablets and protective cases.



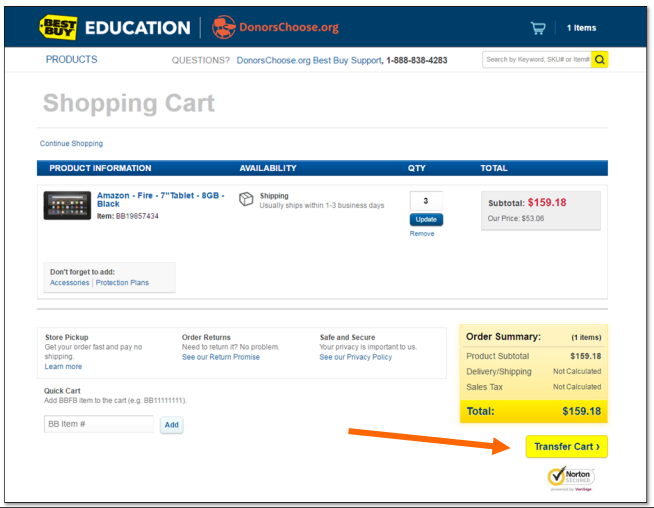
Writing Your Project Proposal



Writing Your Project Proposal



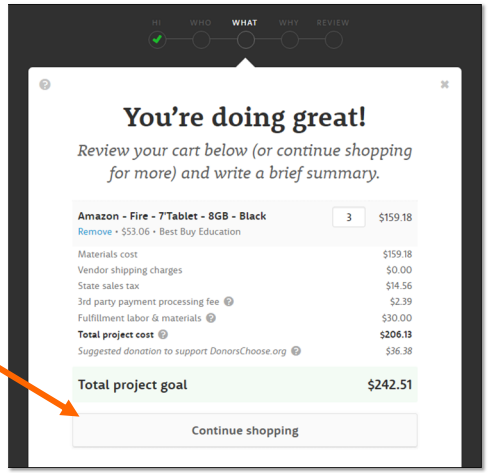
Writing Your Project Proposal



Writing Your Project Proposal

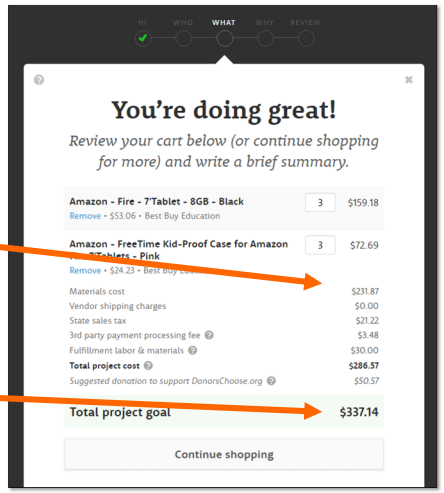
Oops!

I forgot to get the protective cases.



Writing Your Project Proposal

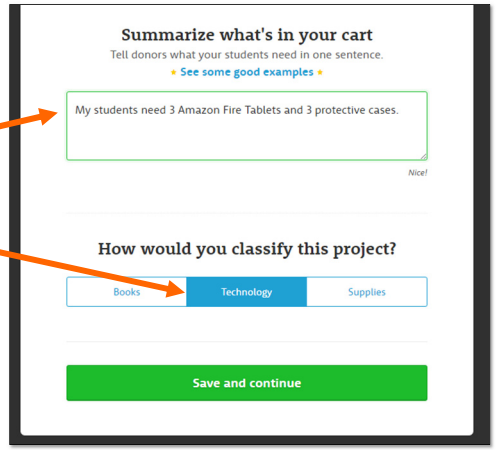
Remember to keep the cost of materials under $350 because taxes and fees will be added.



Writing Your Project Proposal

Step 3: What?

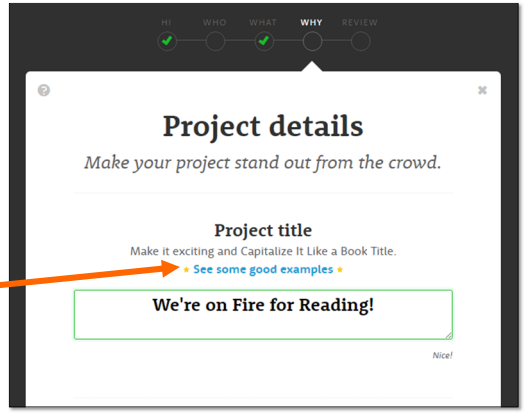
- Summarize the items in your cart
- Classify the project type



Writing Your Project Proposal

Step 4: Why?

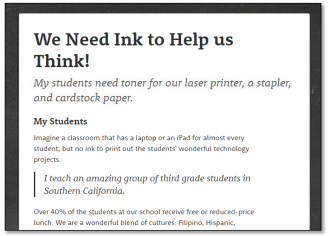
Enter the project details, starting with the title.



Writing Your Project Proposal

Examples of Snappy Titles

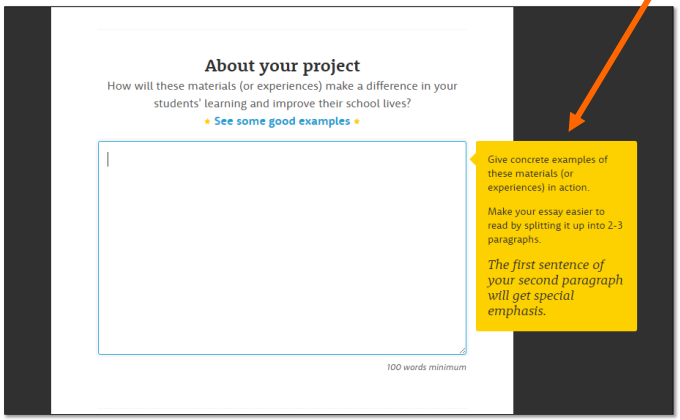
- We Need Ink to Help us Think!
- Tablets for Tolerance
- Dreaming of Dulcimers
- Rockin' Red Readers
- Ring Around the Carpet



An attention-getting title will increase the chance that someone will want to read your proposal and fund it.

Writing Your Project Proposal

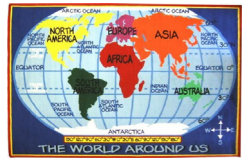
Step 4: Why? Explain why your students need these resources or experiences.



Writing Your Project Proposal

Sample Description of Resources

The classroom carpets I am requesting are amazing! They are bright and fun and just the right size for reading areas. The maps will help my second-graders learn about our fifty states, seven continents, and four oceans.



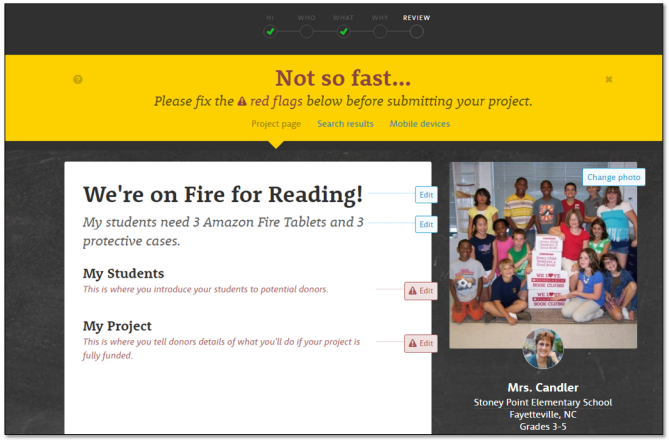
Writing Your Project Proposal

End with a Persuasive Statement

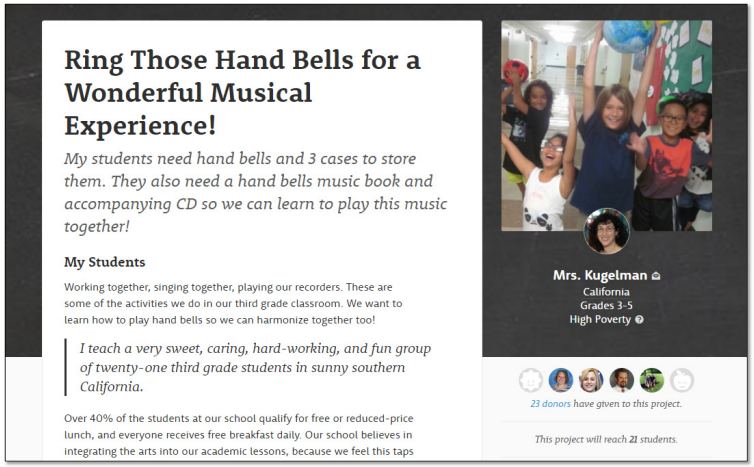
Your donation to this project will help my classroom have an amazing carpet that will not only bring the class together as a community, but will also teach my students about our wonderful world.

Writing Your Project Proposal

Review/edit proposal and then submit it.



Approved Project is Posted on DC



After You Receive Your Resources

- Upload 6 photos of your students using the new resources.
- If needed, have your students write thank you letters to the donors. Mail them to DC, and they will send the letters to the donor(s).
- Write your online impact letter.

How Does the Point System Work?

- You will earn 3 points for successfully completing each project.
- If you are new to DC, you can have 3 proposals waiting for funding. If all 3 are funded, you could earn 9 points!
- Use your points to submit more proposals and for field trips and special projects.

Francie's Tips for Getting Your Project Funded

- Keep the materials cost under $350 and the total amount under $500.
- Always donate a little to your project so that it looks loved.
- Big donations are great, but lots of small donations impress other donors.

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More of Francie's Funding Tips

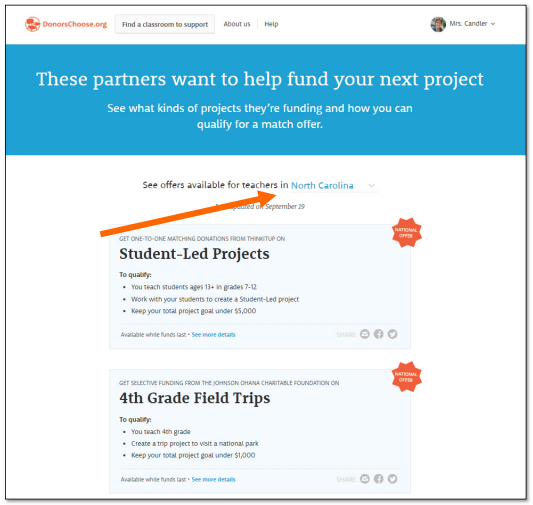
- Promote by sending notes home, posting on Facebook, sending emails, etc.
- Anytime someone makes a donation, no matter how small, post a thank you.
- Always have a DonorsChoose project posted. It might be funded by an anonymous donor or even "flash funded."

Even More of Francie's Tips

- Join DonorsChoose Giving Communities.
- Regularly check the DC Match Offers page for partner matches.
- Tailor your project to take advantage of special funding offers (Almost Home, Quill match, Lily Sarah Grace, etc.)

Match Offers

Search by state on the Match Offers page



Special Funding Opportunities

- 50% Matches (Gates, Quill, #BestSchoolDay)
- Almost Home Funding (Target)
- Grants (Lily Sarah Grace)
- Voting (Sonic – Limeades for Learning)

Learn about the requirements for these special offers so you can submit a project that meets those guidelines.

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Quill 50% Match Offer

- Only for high poverty schools
- Unpublished match twice a year
- Maximum project cost $400
- Resources must be from Quill
- Examples: office supplies, ink/toner, iPad charging cart, flash drives, storage bins, dry erase markers, photo paper

Almost Home Funding

- Everything except $98 is funded.
- Funds are depleted FAST so act quickly!

Target pledged $5 million for resources related to healthy nutrition and increasing physical activity.

Lily Sarah Grace Grant

- To support projects that integrate the arts
- Stepping Stone Grant: $450 max, the deadline is Nov. 30th
- Full grants are for $1500
- Create project on DC & submit link on LSG site

Newbie Funding Tips

- Newbie = Never-been-funded teacher
- In the first seven days, donations to your project are doubled! (Use the word LIFTOFF to ensure doubling.)
- Plan ahead and have donations made during this time period.

DonorsChoose Communities

How DC Communities Support Teachers

What are Giving Communities?

Two Components

- A selection of projects featured on a DonorsChoose Giving Page
- Groups of people who help fund the projects, including educators and those who want to support teachers and classrooms

Giving Page on DonorsChoose

Caring Classrooms on Facebook

Top DonorsChoose Communities

Name	Supporters	Donated	Students Reached
Rebuild Joplin Schools Over 260 classrooms in Joplin, Missouri were destroyed by the tornado on May 20, 2011. Joplin teachers worked tirelessly to restock their classrooms with the th...	5,282	$584,827	98,079
Rebuild Moore Schools On May 20, 2013 the city of Moore, Oklahoma was hit by an EF-5 tornado. Two schools were completely destroyed and more were damaged. The DonorsChoose.org com...	4,357	$635,151	80,396
Caring Classrooms Welcome to the Caring Classrooms Community! Read about us on the Corkboard Connections blog post Caring Classrooms Community on DonorsChoose. Also, be sure to j...	3,408	$228,105	198,420
Hurricane Sandy Relief Fund On October 29, 2012, hundreds of classrooms were flooded, leveled, or damaged by Hurricane Sandy. The DonorsChoose.org community came to the rescue, donating...	1,942	$640,320	169,064
Kindergarten Rocks Kindergarten Rocks but so do other grade levels. Please join me in supporting great classrooms around the country. Together we can make a difference.	1,894	$349,392	271,416

How Do You Join a Community?

- Donate at least $1 to any project
- Like the community Facebook page

Benefits of Joining a Community

- Receive tips about funding opportunities and other DonorsChoose news.
- Enjoy supporting other classrooms through small tax-deductible donations to projects.
- Connect with other DonorsChoose educators across the country
- Your project might be added to the page and others will help make sure it's funded.

Caring Classrooms Community

- Started August 8, 2013
- Francie and Laura are founders/admins
- Raised over $228,000 in 3 years!
- 2,600+ donating members and over 13,000 Facebook followers
- Helped fund thousands of projects

Caring Classrooms Overview

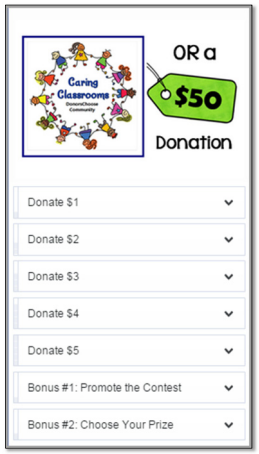
- Maximum of 10 projects on the page
- Projects must need less than $500
- We guarantee that all projects added to the page will be fully funded!
- Be the first to learn about special funding offers and partner matches
- Two ways to submit projects:
  - Fund-day Sunday
  - Rafflecopter Contests

How Fund-day Sunday Works

- Follow Caring Classrooms on Facebook
- Watch for Fund-day Sunday call for projects (at 8 am EST every Sunday)
- Donate at least $1 to any project on page
- Submit your project link and a description
- Two to five projects are selected each week; all projects will be fully funded!

Rafflecopter Contests

- Donate as little as $1; the more you donate, the greater your chances of winning
- Contests help get dozens of projects funded quickly to take advantage of special funding offer
- Made possible by Caring Classroom sponsors



Caring Classrooms Sponsors

Angela Watson
Cornerstone for Teachers

Deb Hansen
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