





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.

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 Webinar Resources Giveaway Details and Free PD Certificate

Teaching Resources
www.lauracandler.com

File Cabinet Strategies My Products Training My Blog

First time here? Learn more

Looking for something? Enter Text Search

DonorsChoose: A Jackpot of Classroom Funding

Presented by Francie Kugelman and Laura Candler

Great Resources!

Our Sponsors

We appreciate the support of our 2016 - 2017 sponsors! Click the links to learn more about them!

Platinum (\$1000)

Angie Watson

Laura Candler

Live Webinar Giveaway Details (Deadline: Midnight Sept. 25th PDT)

We're giving away FOUR \$50 DonorsChoose donations! This giveaway is only open to attendees of the Sept. 25th live webinar who are also followers of Caring Classrooms. Fill out this Google Doc entry form to enter the drawing. The winners will be chosen tomorrow morning and will be notified by email.

\$50

What is DonorsChoose.org?

Support a classroom. Build a future.

Teachers all over the U.S. need your help to bring their classroom dreams to life. Choose a project that inspires you and give any amount.

Search topics, teachers & schools near city, state, or zip Search

Most urgent projects

HIGHEST POVERTY • CLOSEST TO FINISH LINE • FEWEST DAYS LEFT

Get Comfortable and Read!

For the LOVE of BOOKS!

First Grade Listening Center to Improve Reading Fluency

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

4 DONORS \$399 GOAL HOORAY! THIS PROJECT IS FULLY FUNDED

You can still help! Make a donation to Mrs. Kugelman for her next project. \$ Give

STEM Innovators In Third Grade Need A Storage Cart!

My students need a rolling cart, bins, and a flash drive so we can dive into STEM and innovative, hands-on activities.

My Students

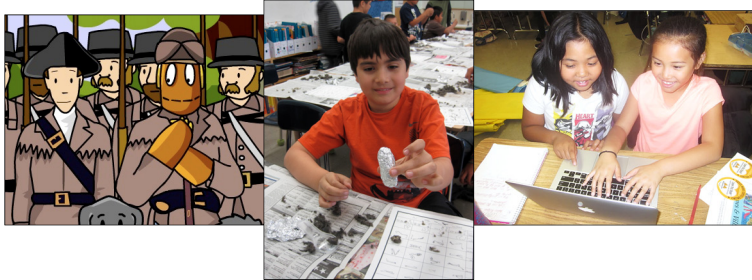
I teach a fantastic group of third grade students in Los Angeles. I used to teach fifth grade, but have found that my third graders are eager for the same type of adventures and challenges in learning that my fifth graders were excited about. Our school loves the arts and we integrate art and technology with our academics. We are a great multicultural family that loves to have fun as we learn! Many of my students speak another language other than English at home and 35% of the students at our school receive free or reduced-price lunch. All the students at our school receive free breakfast daily.

Mrs. Kugelman
Dahlia Heights Elementary School
Los Angeles, CA
Grades 3-5
High Poverty

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?

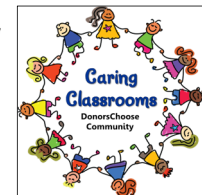
- Materials belong to the classroom and are not the property of the school or district.
- If the teacher leaves the school, the materials, by default, stay at the school.
- However, the teacher may take the materials to the new school if it's DC eligible and the principal agrees.



Who Might Fund Your Project?

All Donations are tax-deductible!

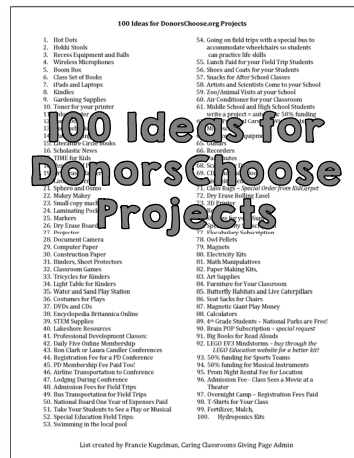
- Total strangers and corporations
- Parents/grandparents of your students
- Family members, Facebook friends, and any friends who want to support you and your classroom
- DC Giving pages
- You can help, too!



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.



Writing Your DC Proposal

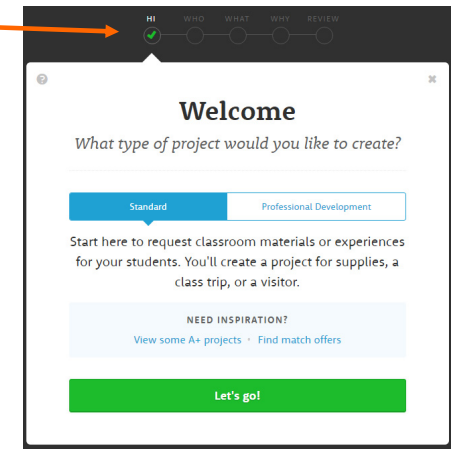
1. **Who?** Describe classroom and school.
2. **What?** Shop online for resources, and then describe them and how they will be used.
3. **Why?** Explain how the materials or experiences will benefit your students.



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

The screenshot shows a form titled "About your students" with a progress bar at the top indicating the current step is "WHO". The form asks for the age group of students who will benefit from the project, with options from Pre-K to 12th grade. The "3rd" grade option is selected. Below this, it asks for the number of students, with a text input field containing the number "25".

Writing Your Project Proposal

Step 2: Describe Your Students and School

The screenshot shows a form titled "Describe your students" with a text area for writing. The text area contains the prompt: "What makes your students special? Specific details about their background, your neighborhood, and your school are all helpful." Below the text area is a "See some good examples" link. An orange arrow points to the text area. At the bottom right of the text area, it says "80 word minimum".

Sample Project Proposal

The sample proposal is titled "A+ examples of 'describe my students'" and is rated with five stars. It includes a quote from the screening team: "These blurbs were all given an A+ by our screening team for their clarity and engaging tone." The project is for "MRS. PRESTON'S PROJECT" and includes a "View project" link. The main text of the proposal reads: "Imagine moving to a new country. You walk into a classroom and you may not have ever had any formal education before. You have never read or written and you have this smiling teacher talking to you in a language you don't understand. These are the students I teach every day. I work in a large school with a very high immigrant population near the heart of Washington D.C. Many of my students have very limited schooling in their own language and are now thrust into a formal school setting. We move from learning letters to reading very quickly. We help students learn English while holding on and becoming literate in their own language as well. My students have come from all around the world, from many different and often difficult situations. They hold the American Dream, but need the tools to make them successful."

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

Classroom photo
Make sure your photo captures the spirit of your classroom.
[Photo safety guidelines](#)

You can move on, but you will need to fill out: about your students before you can submit this project.

Save and continue

Review the class photo guidelines carefully.

Inspire donors with a photo from your classroom!

Do use

A safe photo of your students

Group photos If close up, faces turned to the side

A safe photo of you teaching

A vibrant photo of student work

Don't use

close-up of student face empty classroom clip art glamour shot

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.

Go shopping
What do you need for your classroom?

Supplies Class Trip Visitor(s)

This is just like online shopping! Click a link to one of the sites below to shop through our vendor directory.

[Where to find commonly requested items](#)

- AKJ Education**
Print, digital, audio books, collections & classroom libraries, digital courseware, teacher resources, games
- Amazon Business**
Education & teacher supplies, books, DVDs, CDs, furniture, eReaders, toys, computers, office supplies
- Best Buy Education**
Computers, tablets, eReaders, Apple products, projectors, AV equipment, 3D printing, appliances

Writing Your Project Proposal

I want tablets and protective cases.

- Amazon Business**
Education & teacher supplies, furniture, eReaders, toys, computers, office supplies
- Best Buy Education**
Computers, tablets, eReaders, projectors, AV equipment, 3D printing, appliances
- Blick Art Materials**
Art supplies including paints, brushes, markers, architecture, art books & media
- Britannica Digital Learning**
Digital encyclopedias, dictionary, guides, and non-fiction titles
- Carolina Biological Supply Company**
Science & math materials for middle and high school, lab equipment, living & preserved specimens
- DICK'S Sporting Goods**
Sporting goods equipment, team sports gear, apparel, footwear, and more!
- Frederick's**
- Quill.com**
School & office supplies, technology, furniture, snacks, cleaning supplies, and more
- Sargent-Welch**
Science materials & equipment including lab supplies, subject-specific supplements, and lab furniture
- Scholastic Classroom Magazines**
Subject-based classroom magazines and books for grades K-12
- School Specialty**
School supplies, science, art & physical education materials, special needs resources, furniture, and more
- Staples Advantage**
Technology, school & office supplies, furniture, snacks, everyday needs and more

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.

You're doing great!
Review your cart below (or continue shopping for more) and write a brief summary.

Amazon - Fire - 7Tablet - 8GB - Black	3	\$159.18
Amazon - FreeTime Kid-Proof Case for Amazon Fire Tablets - Pink	3	\$72.69
Materials cost		\$231.87
Vendor shipping charges		\$0.00
State sales tax		\$21.22
3rd party payment processing fee		\$3.48
Fulfillment labor & materials		\$30.00
Total project cost		\$286.57
Suggested donation to support DonorsChoose.org		\$50.57
Total project goal		\$337.14

Continue shopping

Writing Your Project Proposal

Step 3: What?

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

Summarize what's in your cart
Tell donors what your students need in one sentence.
[See some good examples](#)

My students need 3 Amazon Fire Tablets and 3 protective cases.

How would you classify this project?

Books Technology Supplies

Save and continue

Writing Your Project Proposal

Step 4: Why?

Enter the project details, starting with the title.

Project details
Make your project stand out from the crowd.

Project title
Make it exciting and Capitalize It Like a Book Title.
[See some good examples](#)

We're on Fire for Reading!

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

We Need Ink to Help us Think!
My students need toner for our laser printer, a stapler, and cardstock paper.

My Students
Imagine a classroom that has a laptop or an iPad for almost every student, but no ink to print out the students' wonderful technology projects.

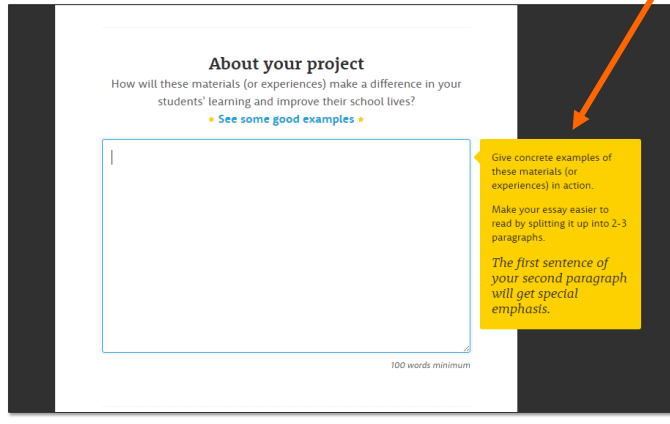
I teach an amazing group of third grade students in Southern California.

Over 40% of the students at our school receive free or reduced-price lunch. We are a wonderful blend of cultures: Filipino, Hispanic,

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.

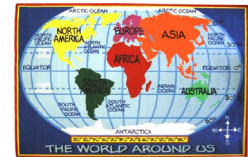


The screenshot shows the 'About your project' section of the DonorsChoose proposal form. It includes a text area with a '100 words minimum' label. A yellow callout box points to the text area with the following text: 'Give concrete examples of these materials (or experiences) in action. Make your essay easier to read by splitting it up into 2-3 paragraphs. The first sentence of your second paragraph will get special emphasis.'

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

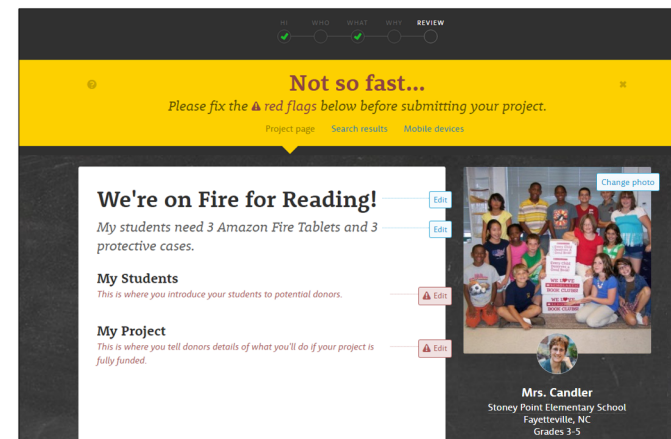
End with a Persuasive Statement

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.



The screenshot shows a DonorsChoose project page for 'We're on Fire for Reading!'. The page has a yellow header with the text 'Not so fast...' and 'Please fix the 4 red flags below before submitting your project.' Below the header, there are three sections: 'My Students' (with a red flag icon), 'My Project' (with a red flag icon), and a photo of a group of children (with a 'Change photo' button). The project title is 'We're on Fire for Reading!' and the description is 'My students need 3 Amazon Fire Tablets and 3 protective cases.' The project is listed as 'Mrs. Candler, Stoney Point Elementary School, Fayetteville, NC, Grades 3-5'.

Approved Project is Posted on DC

Ring Those Hand Bells for a Wonderful Musical Experience!

My students need hand bells and 3 cases to store them. They also need a hand bells music book and accompanying CD so we can learn to play this music together!

My Students

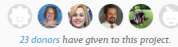
Working together, singing together, playing our recorders. These are some of the activities we do in our third grade classroom. We want to learn how to play hand bells so we can harmonize together too!

I teach a very sweet, caring, hard-working, and fun group of twenty-one third grade students in sunny southern California.

Over 40% of the students at our school qualify for free or reduced-price lunch, and everyone receives free breakfast daily. Our school believes in integrating the arts into our academic lessons, because we feel this taps



Mrs. Kugelman
California
Grades 3-5
High Poverty



23 donors have given to this project.

This project will reach 21 students.

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.

THANK YOU!



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.



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.

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!

Wobble All The Way!
My students need flexible seating options including Wobble Chairs, Hokki Stools and ball chairs that will allow them to be active while learning!

My Students
I teach at a wonderful school that focuses on the physical, social, and emotional needs of all students. My class is full of young minds that are very eager to learn and explore! My kindergarten students come to class every day excited about our adventures for that day.
| Kindergarten sets the foundation for each child.
I strive to make learning fun and engaging. I want to create a love for learning in each of my students! Children learn the best when they are able to personally interact and engage with materials.

My Project
Our classroom is fortunate to already have some flexible seating options! For the past year I have used stability ball chairs. I have seen first hand the difference seating can make for young children. I would love to be able to provide some other options such as hokki stools and wobble chairs. These options allow students to move AND strengthen their core while working.
| Research supports the benefits of using alternative seating in the classroom.

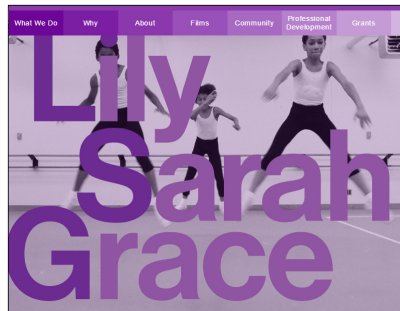
Ms. Johnson
Oak Mountain Elementary School
Birmingham, AL
Grades PK-K-2

This classroom project was brought to life by Target and 12 other donors.
View more projects matched by Target.

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



Every time our donors support a project, they express their interests. However, it isn't always easy to find others who share the same passions. So we had an idea: why not empower our donors to join together?

Communities are a place to connect with donors who share your passions, ideas, or concerns.

Looking for others who share your interests? Find a Community below.

Are you ready to start a movement? [Create a Community](#). To learn how to grow your own Community, check out our [toolkit](#).

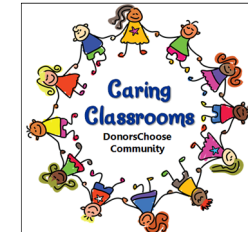
\$6,188,508 donated **20,402** members **3,819,953** students reached

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



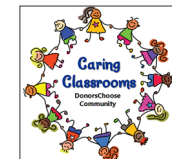
Benefits of Joining a Community

- 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

OR a  Donation

Donate \$1	▼
Donate \$2	▼
Donate \$3	▼
Donate \$4	▼
Donate \$5	▼
Bonus #1: Promote the Contest	▼
Bonus #2: Choose Your Prize	▼

Caring Classrooms Sponsors



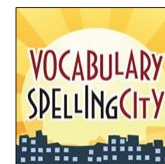
Angela Watson
Cornerstone for Teachers



Deb Hansen
Crafting Connections



Laura Candler
Teaching Resources



Vocabulary
Spelling City



KidCarpet.com

Thanks to these major sponsors of our giving page!

