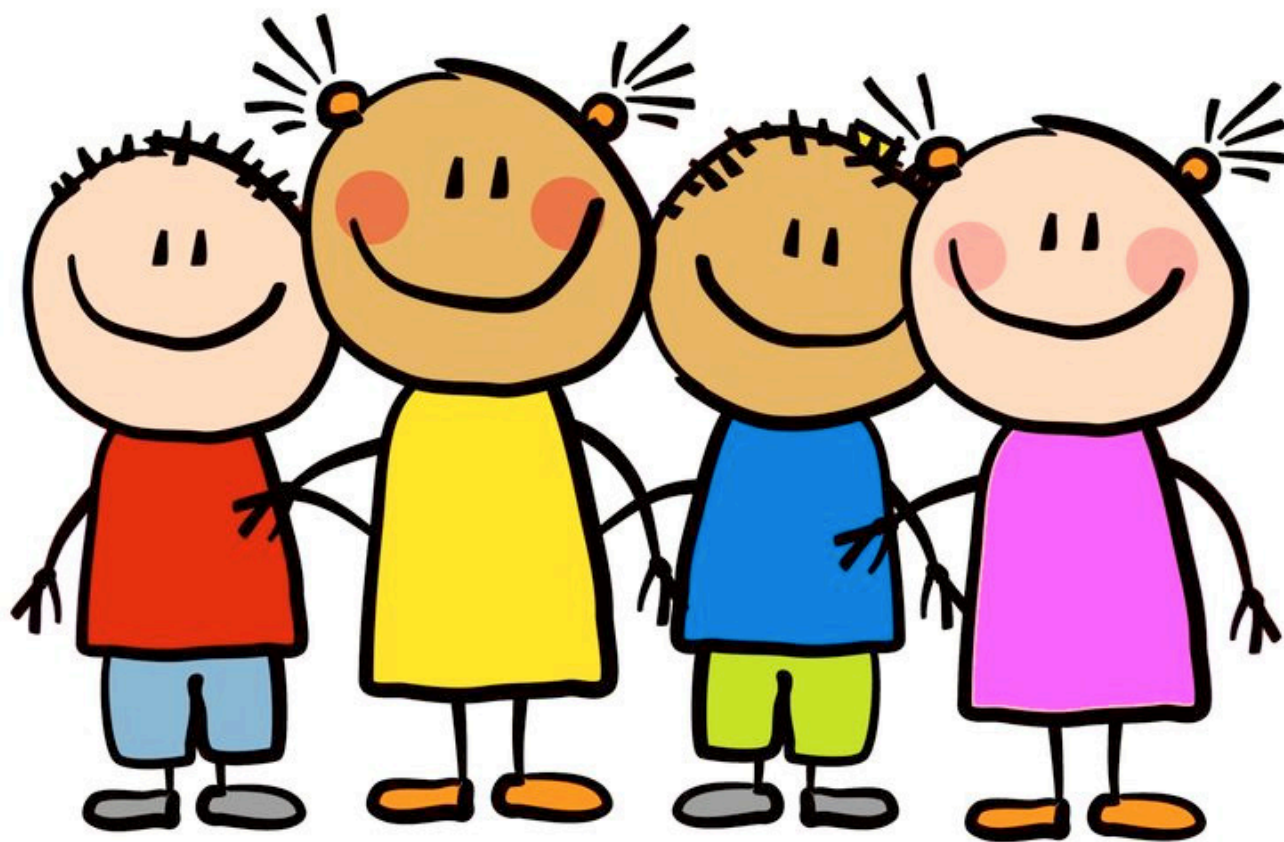


CROWDFUNDING SUCCESS TOOLKIT



TEACHERS' GUIDE TO SECURING COMMUNITY
SUPPORT FOR ACTION PROJECTS

CROWDFUNDING SUCCESS TOOLKIT



SO YOU HAVE A GREAT IDEA TO IMPROVE OR PROTECT THE ENVIRONMENT IN AND AROUND YOUR SCHOOL, BUT YOU NEED HELP RAISING THE FUNDING TO GET STARTED?

DON'T WORRY, WE'VE GOT YOU COVERED!

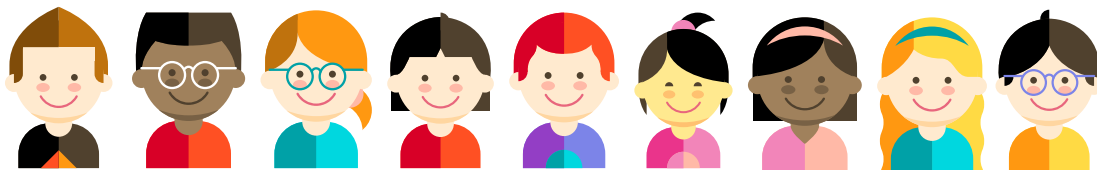
FOLLOW THESE EASY STEPS TO HELP MAKE YOUR CAMPAIGN A SUCCESS.



1. GET THE STUDENTS INVOLVED

TRY BREAKING YOUR FUNDRAISING GOAL DOWN INTO SMALLER PIECES TO GET STUDENTS MOTIVATED.

FOR EXAMPLE, IF YOUR GOAL IS TO RAISE \$1000, CHALLENGE 10 CLASSROOMS TO RAISE \$100, OR IF YOUR GOAL IS \$250, CHALLENGE EACH STUDENT TO RAISE \$10 - THIS MAKES THINGS SIMPLE, ACHIEVABLE AND KEEPS EVERYONE MOTIVATED!

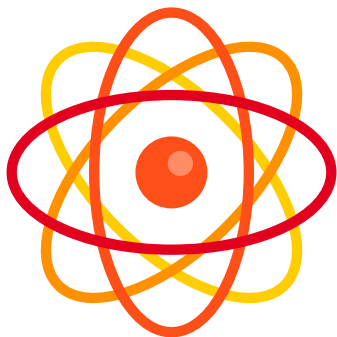




2. FIND YOUR CHAMPIONS

WHO ARE THE CHAMPIONS IN YOUR SCHOOL? THE PARENT-TEACHERS ASSOCIATION? THE ENVIRONMENT CLUB? THE PRINCIPAL?

FIND CHAMPIONS WITHIN YOUR SCHOOL AND BRAINSTORM IDEAS OF HOW TO RAISE THE FUNDING YOU NEED AND KEEP THE ENERGY GOING.



3. SET CHALLENGES

FUNDRAISING CAN BE HARD BUT IT CAN ALSO BE A LOT OF FUN.

SETTING CHALLENGES BETWEEN CLASSROOMS OR CHALLENGING EACH STUDENT TO RAISE A CERTAIN AMOUNT KEEPS THINGS FUN AND KEEPS EVERYONE MOTIVATED TO ACHIEVE YOUR GOAL.

LET'S TAKE A LOOK AT A FEW IDEAS...



IDEAS FOR CHALLENGES

1. STUDENTS CAN DO CHORES AROUND THE HOUSE TO RAISE FUNDING. ONCE COMPLETE, THEIR GUARDIAN CAN MAKE A DONATION DIRECTLY TO THEIR PROJECT'S CROWDFUNDING PAGE. THEY CAN EVEN DEDICATE THEIR DONATION TO THE STUDENT!

2. STUDENTS CAN GO WITH A GUARDIAN TO TALK TO TRUSTED NEIGHBOURS ABOUT THEIR PROJECT AND WHAT THEY WILL LEARN. IT'S A GREAT WAY FOR THE COMMUNITY TO LEARN ABOUT SCHOOL INITIATIVES AND DONATE TO A PROJECT THAT IS GOING TOWARDS EDUCATION AND THE ENVIRONMENT.

3. TAKE YOUR PROJECT OFFLINE – HOST AN EVENT AT THE SCHOOL (LIKE A “RE-SALE” OF TOYS AND BOOKS THAT STUDENTS DONATE TO RAISE FUNDING) – AFTERWARDS A TEACHER OR PARENT CAN TAKE THE FUNDS AND MAKE THE DONATION ONLINE SO YOU CAN REACH YOUR GOAL.

4. RUN, BIKE, JUMP! SET UP A MINI MARATHON AT SCHOOL AND CHALLENGE THE CLASSES TO COMPETE AGAINST EACH OTHER. STUDENTS CAN RAISE PLEDGES FROM THEIR FAMILIES AND NEIGHBOURS AND COMPETE FOR A CHANCE TO WIN SCHOOL GLORY AND SUPPORT THEIR PROJECT!




5. ASK THE STUDENTS!


ASK THE STUDENTS TO BRAINSTORM 20 WAYS TO RAISE \$20 – THEN VOTE AS A CLASS ON THEIR FAVOURITE IDEA AND START THE CHALLENGE!



4. OFFER INCENTIVES

IN TYPICAL CROWDFUNDING CAMPAIGNS THEY OFFER 'PERKS' LIKE FIRST ACCESS TO THE PROTOTYPE OF A PRODUCT, BUT RESEARCH SHOWS THAT THE MOST SOUGHT AFTER PERKS ARE SPECIAL THANK YOUS AND EXPERIENCES, FOR EXAMPLE:

 OFFER TO SEND A HAND WRITTEN THANK YOU CARD FROM A STUDENT TO EVERY DONOR – THEN SPEND AN AFTERNOON IN THE CLASSROOM CELEBRATING YOUR SUCCESSFUL CROWDFUNDING CAMPAIGN BY HAVING EACH STUDENT WRITE ONE OR TWO THANK YOU CARDS.

 OFFER TO HAVE THE DONORS VISIT YOUR PROJECT – THIS IS A GREAT WAY TO GET PARENTS, FAMILIES AND NEIGHBOURS INVOLVED! HOST AN AFTERNOON EVENT WHERE DONORS CAN VISIT YOUR PROJECT AND LEARN ABOUT YOUR WORK.

 RECORD A VIDEO OF YOUR PROJECT WITH A BIG THANK YOU FROM THE STAFF, PARENTS AND STUDENTS TO ALL OF THE DONORS. YOU CAN SEND IT AS AN EMAIL OR WE CAN POST IT TO YOUR CROWDFUNDING PAGE! (FOR MORE TIPS ON VIDEOS, CHECK OUT OUR WEBSITE)



5. DON'T GIVE UP!

OUR RESEARCH SHOWS THAT DONORS HAVE TO SEE YOUR CAMPAIGN AT LEAST SIX OR SEVEN TIMES BEFORE THEY DONATE.

SO DON'T GET DISCOURAGED. BE PERSISTENT.

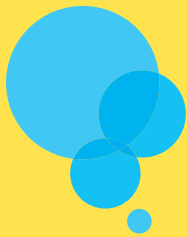
HARD WORK PAYS OFF!

FOR MORE INFORMATION OR TO START YOUR PROJECT VISIT:

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CREATED BY:



smallchangefund

720 BATHURST STREET
TORONTO, ON, M5S2R4

WWW.SMALLCHANGEFUND.ORG
416-519-1260
AISLING@SMALLCHANGEFUND.ORG

CREATED FOR:



79 JOSEPH STREET
KITCHENER, ON, N2G1J2

WWW.GREENLEARNING.CA
1-800-507-5704