



FOUNDATION GIVE

Developed in concert with:



Wendy.Van@lps.org

Casey.Winkels@nelnet.net

Crowdfunding for Your School District

In this session, we will cover the journey that the Foundation for Lincoln Public Schools went on to build a culture of community engaging crowdfunding campaigns.

We take a look back in the past, discuss the current state and present the roadmap for where it will be going.

Presenters:



Wendy Van
Foundation President

Lincoln Public Schools Foundation

- 41,000 students – Lincoln, NE
- Current Solution: Fund-a-Need
- Foundation creates campaigns for teachers (no workflow)
- Business partnerships aren't distributed evenly across schools

FoundationGIVE

- Product Strategy and Business Development, Nelnet Innovation Hub
- Innovation Hub creates solutions in education, technology, payments and not-for profit spaces
- FoundationGIVE is a district-wide crowdfunding and business partnership marketplace



Casey Winkels
FoundationGIVE Co-Founder

**22% of Americans have
contributed to a crowdsourced
online fundraising project**

KICKSTARTER

gofundme



DonorsChoose.org

22% of Americans have contributed to a crowdsourced online fundraising project

\$.47 per \$1.00

School Fundraising

(Magazines, Cookie Dough, Book Sales)

\$.87 per \$1.00

Crowdfunding



Crowdfunding presents foundations a number of challenges:

Compliance

There are 1,240 different crowdfunding platforms (gofundme, indigogo, etc) that PTOs, teachers may be using. There are different terms and conditions that don't always play well with district policies.

Tracking Funds

Many schools and PTAs are already pursuing crowdfunding, but it goes under the radar of the foundation. This leaves money unaccounted for and can present risk management challenges.

Approvals

Fundraising is decentralized, but requires approvals to make sure that resources aren't currently available and that the school endorses the ask.

Donor Relations

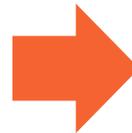
Crowdfunding directly links donors and classroom teachers, in some cases bypassing foundation relationships. Maintaining and building these relationships is key to ongoing support.

LPS Solution: Fund-a-need

Goal: Put fundraising ease in the hands of the teachers...with controls for the district.

2003

The screenshot shows a web browser window with a green header for the 'Foundation LINCOLN PUBLIC SCHOOLS'. The main content area is titled 'FUND-A-NEED' and features a form for a fundraising campaign. The campaign is for 'Transition camp Tees for 6th graders #3871'. The text describes the camp and the need for T-shirts. A 'Deadline: 5/27/2017' is noted. The 'Contact Information' section lists Amy Burch, Teacher at Goodrich Middle School. The 'Grant Information' section shows an amount requested of \$798. At the bottom, there is a 'Donate Now' button and a 'Donate Here' button.



2017

The screenshot shows a modern web browser window with a dark header for 'FOUNDATION GIVE'. The main content area is titled 'Arnold Families Thanksgiving Weekend Food Drive' for Arnold Elementary. It features a large image of colorful crayons. The campaign is '65% Funded' and ends on Tuesday, November 21st, 2017 at 8:10 PM. A 'DONATE' button is prominent. A smartphone is shown next to the desktop view, displaying the mobile version of the campaign page. Below the main content, there is an 'About this Campaign' section with a photo of a grocery bag full of food, and a 'Donation History' table.

RECENT	LARGEST
Anonymous	\$100
Anonymous	\$10
Anonymous	\$10
Mike Kuhl	\$25
Anonymous	\$25
Kathy Domeier	\$50
Diane Krajcek	\$25

Crowdfunding Success with LPS

The impact is growing:

2015:

\$52,603

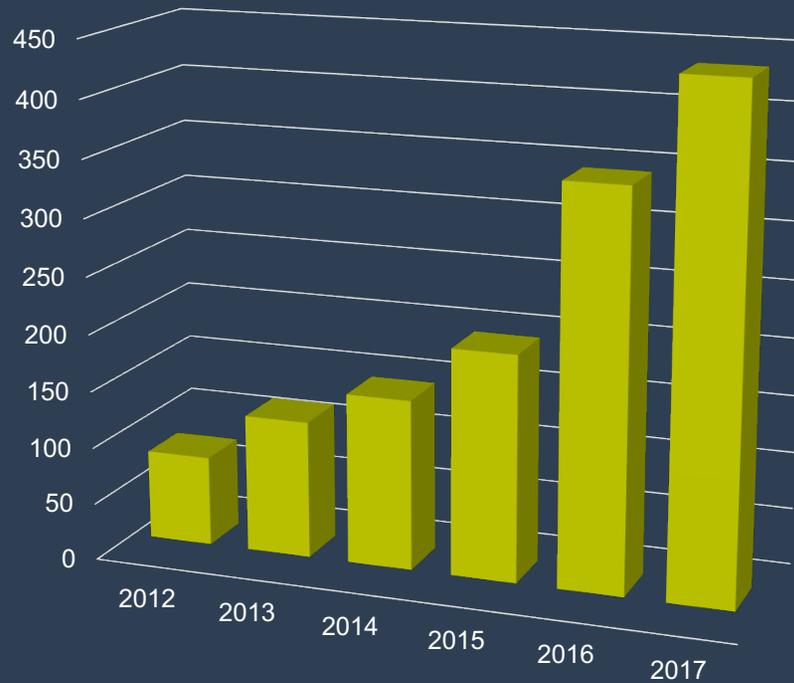
2016:

\$84,542

2017:

\$111,454

Total Fund-a-Need Donors by Year



2016 – FLPS Expanded Vision

Stirred on by use and growth we want to make the experience better

- Broaden user base, celebrate campaign successes
- Equality of opportunity: Title I schools
- Central location for donors to see opportunity
- Business partnerships and In-kind market place

Better Technology Creates Better Fundraising

Campaign Creator/Manager

The screenshot shows the 'Campaign Creator/Manager' interface. On the left, there is a sidebar with a 'Campaigns' section containing a list of campaign statuses: PENDING FOUNDATION APPROVAL, PENDING SCHOOL APPROVAL, REQUIRES OWNER EDITS, UPCOMING, STARTED / PUBLIC, IN PROGRESS, COMPLETED, NOT YET SUBMITTED, REJECTED, and HIDDEN. Below this is a '+ NEW CAMPAIGN' button. The main content area is titled 'Campaign Status' and shows a campaign in progress. It includes fields for 'Campaign Owner' (Molly Kuhl) and 'School Responsible for Campaign' (Arnold Elementary). The 'Goal/Need Amount' is \$1000.00, and the 'Funded Amount' is \$1140.25. The 'Start Date and Time' is 2017-10-23 20:39. There is also an 'Edit Campaign' section with instructions to complete fields and click 'Save'.

District-wide Campaign Page

The screenshot shows the 'District-wide Campaign Page' for the 'Foundation for Lincoln Public Schools'. The page features a header with the 'Fund a Need' logo and the text 'Implying Possibilities: Working together to help all Lincoln Public Schools students reach their full potential'. Below the header is a search bar and a grid of campaign cards. Each card displays the campaign name, school, goal amount, current progress, and time left. For example, 'Arnold Families Thanksgiving Weekend Food Drive' has a goal of \$1,167 and is 63% funded. Other campaigns include 'McPhee Music Department Shirts #4200', 'Monthly Challenges', 'Elliott Family Fun Pass', 'Prescott Panthers Take the Lied', 'Cougar Store', 'Irving Community OutReach (ICOR)', 'Sheridan Senior Shark Spirit Week', and 'Lied Center Opportunity'.

Donor Communication

The screenshot shows an email titled 'Thank you for your donation!' from 'FOUNDATION GIVE'. The email content includes: 'Hello Mikel', 'Your donation has been processed successfully. Thank you for donating.', 'Campaign: Arnold Families Thanksgiving Weekend Food Drive', 'School: Arnold Elementary', 'Donation Amount: \$25.00', 'Transaction ID: 2995a00c0cd2c4ab48808718', 'Federal Tax ID: 38-3490560', and 'Date/Times: November 6, 2017 2:06 pm'. There is a 'View Campaign' button and a closing signature: 'Thank you for using our application! Regards, FoundationGIVE'. A footer note provides instructions for users having trouble clicking the 'View Campaign' button.

The Process



Stories of Success

FOUNDATION GIVE

In cooperation with
Fund a Need
Foundation for Lincoln Public Schools

Slam Poetry "Drop the Mic" #4211

Lincoln High



Total Donation Goal
\$456
\$794.95 Funded

Ended Wednesday, October 18th, 2017 at 12:45 PM

100% Funded

Share
Tweet
<https://foundationg.com>

20 SEP

About this Campaign



This campaign has **ended** and has been **fully funded**. If you made a donation, **thank you**.

Donation History

RECENT	LARGEST
Dillon Foundation	\$318
Barbara Scranton	\$20
Anonymous	\$306
Eric Buchanan	\$100
Jennifer Davis Korn	\$50



Foundation for Lincoln Public Schools
Like This Page · November 9 ·

A #1bt and a #ThankYouThursday, goes out to donors who helped support Lefler Middle School. The entire 8th-grade class participated in a Civil War Research Project that was a huge success. They transformed their school into battlefields, hospitals, meeting spaces for ladies aid groups, cemeteries, and military posts. With the help of donors, they were able to hand make, and purchase costumes to wear during the project!

Like Comment Share

1

Write a comment...

People You May Know [See All](#)

TJ Robinson
1 mutual friend
[Add Friend](#)



A photograph of a classroom. A teacher stands at the front, and several children are seated at desks, raising their hands. The scene is brightly lit, and the overall tone is positive and educational. The text 'Keys to Crowdfunding' is overlaid in a large, bold, dark blue font across the middle of the image.

Keys to Crowdfunding

Key to Success

- **Foundation Involvement:** Show your interest in the classroom needs by bringing crowdfunding opportunities to teachers and PTAs.
- **Communication:** The campaigns that are shared, discussed and updated, succeed.
- **Storytelling:** Donors want to see the impact of their gifts. Paint the picture of need using words, photos and video to bring relevance
- **Contribute:** Consider using grant money to help fund campaigns that are close to completion
- **Share Successes:** it should be the foundation's roll to highlight successes and follow up with donors to show the impact they have made.
- **Social Media is built for Crowdfunding**

Social and External Marketing

It's all about sharing. If you "Put it Up and Pray" then it's unlikely anything will happen. You have to share it with your networks:

- Tag people
- Ask people to share the link
- Updates donors on progress
- Talk about your campaign (offline)
- Leverage school, district social channels (everybody loves content)
- Set up a display at Parent-Teacher conferences to plug your campaign(s)
- Enlist your PTO to promote the campaign

Thank you notes go a long way in getting donors for your NEXT campaign funded



FLPS: The Road Ahead

Smart marketplace for in-kind and other partnerships

PTA onboarding and learning

Matching prospective donors with campaigns



FOUNDATION GIVE

Developed in concert with:

