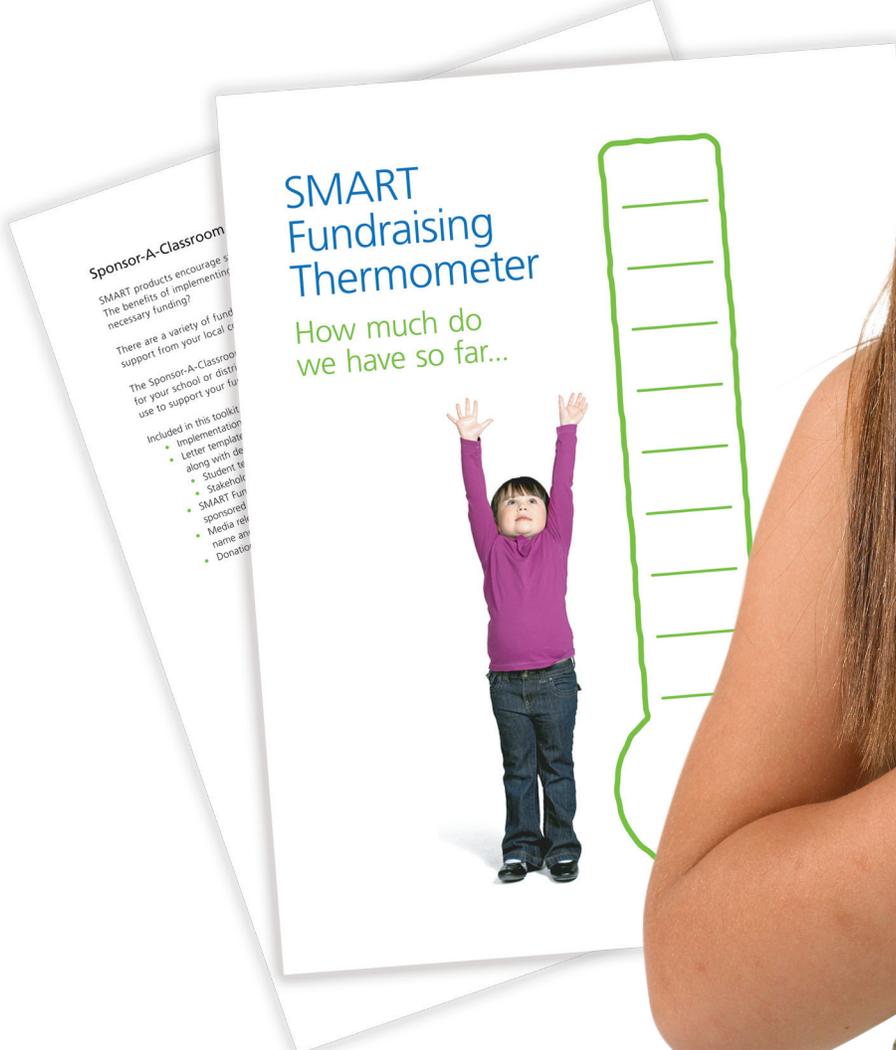


# Sponsor-A-Classroom Fundraising Toolkit

## Implementation Guide



Extraordinary made simple™

## Sponsor-A-Classroom Fundraising Program

SMART products encourage student engagement, facilitate teacher effectiveness and promote enthusiasm for learning. The benefits of implementing this educational technology in your school are many, but what if you don't have the necessary funding?

There are a variety of fundraising opportunities available to help you meet your funding needs. One option is to seek support from your local community.

The Sponsor-A-Classroom fundraising program aims to help you initiate a direct-donation, classroom-adoption program for your school or district. To that end, SMART has created a collection of guidelines and customizable templates you can use to support your fundraising efforts.

Included in this toolkit you will find the following items:

- Implementation guidelines – Use these guidelines to help you initiate a Sponsor-A-Classroom fundraiser
- Letter templates – Customize these templates to solicit community donations. Simply insert your school's name and logo along with details about your fundraising project.
  - Student template – For solicitations from students
  - Stakeholder template – For solicitations from school stakeholders, such as parents and teachers
- SMART Fundraising Thermometer progress chart – Track the amount of funds raised or the number of classrooms sponsored
- Media release template – Inform the local media about your fundraising project and its successes. Simply insert your school name and the details of your project.
- Donation and budget trackers – Keep track of your donors, their donation amounts and your program budget

## Implementation guidelines

1. Meet with an authorized SMART reseller to determine your specific school needs and establish your financial fundraising goals
2. Fundraising will need to be directed through an organization that holds a 501(c)(3) designation. This Internal Revenue Service designation makes an organization tax-exempt, with the ability to issue tax receipts to its donors. Often, school PTAs will be set up with this designation or school districts will establish 501(c)(3) designated foundations to channel school donations. Find out what options are available to you and determine what will work best for this particular project.
3. Seek involvement from the entire school community, since success is more easily achieved through teamwork. For example, harness student energy by encouraging elementary students to color progress charts or provide school tours for donors and members of the media. Or ask secondary and high school students to help produce and send solicitation letters.
4. Mail letters of solicitation to local businesses and community members, and make pledge forms available on your website to be downloaded, printed and mailed. To make this process easier, simply customize the sample donation request letters and pledge form included in this toolkit.
5. Spark and maintain enthusiasm for the initiative by keeping the school community informed about its implementation and progress. Showcase your successes.
  - i. Post the enclosed SMART Fundraising Thermometer in a central location so students are able to track fundraising progress
6. Reach out to local media to raise awareness of your initiative
  - i. When the initiative launches, contact the community segment divisions of your local newspapers and radio stations to inform them of your plans and ask if they will interview you
  - ii. Once your fundraising goals are met, contact your media sources again, or customize and distribute the included media release template, to share your successes and recognize donors and the rest of the community for their support. Invite members of the media to your school to experience the benefits of SMART products firsthand.
7. If possible, recognize the generosity of your donors
  - i. Send formal thank-you letters to all donors, and recognize them in your school newsletter or on your school website. For donations from businesses, showcase their company logos in these communications if possible.
  - ii. Once products have been purchased, place a plaque at the door of each sponsored classroom so donors can see exactly how their money was used
    - a. For donors who sponsor an entire classroom, a plastic, laser-engraved sign similar to the design below is an inexpensive option (\$10.00–\$20.00 for one 3" x 8" sign). These are available from your local sign store and a variety of online stores.



SMART classroom  
sponsored by  
ABC company

- b. For classrooms where technology was purchased through a combination of multiple donations, a community plaque might be the best option



SMART classroom  
sponsored by members  
of our community

- iii. Offer donors a tour of the school to see the impact of the new technology in the classroom