



Annual Donors Choose Blitz for Teachers

Dear ACPS Teachers,

In 2015 we pushed hard for ACPS teachers to use “DonorsChoose.org” to fund classroom projects and classroom materials and saw a huge rise in funding from \$39,000 to \$79,000 in 2016.

The plan is for interested teachers to get registered at: <http://www.donorschoose.org/teachers> as soon as possible. It takes about 5 working days for classroom registration to be approved and put online – registering in early August will get your project online well before the start of school.

The next step is for everyone in Alexandria and beyond to know that this Blitz is on and where to find our ACPS teachers. Also, if any asks when the Blitz ends, just say, “when I am funded.” The link to find all ACPS classrooms is:

<http://www.donorschoose.org/donors/search.html?zone=304&community=12921:2>

We need this link on all flyers, emails, websites, etc. We DON’T want funders mistakenly giving money to non ACPS schools.

Below are some helpful hints on improving classroom funding success from experienced ACPS teachers:

1. Share your project on all forms of social media and make sure to remind people to “google” for “Match Offers.” Corporate sponsors will match donations – with August being one of the best months for match offers. Bill and Melinda Gates, Google, as well as many celebrities, will match donations with the use of their promo codes – if you find a promo code be sure to share it as soon as you find it.
2. Think about people on Social Media who might be interested in your project and let them know about it. Check out this link:
<https://www.donorschoose.org/blog/the-donorschoose-org-teachers-guide-to-social-media/>
3. Send your information to your school's PTA and parents from your school/class.
4. **Naming** your project something memorable is important. One ACPS teacher reported that every single project they have written that has been fully funded has had some cute acronym, pun, or something memorable in the title.

Here are some Donors Choose Suggestions - Projects under \$400 have the best chance of fast funding.

- \$100 - \$400 has an 85% chance of funding.
- \$401 - \$800 has a 70% chance of funding.
- \$801 - \$2,000 has a 58% chance of funding.

If you need help with any of this please contact Greg Tardieu:

gregory.tardieu@acps.k12.va.us

or call 703-619-8162.