



District Technology Leader Toolkit





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Introduction

This toolkit is for district technology leaders looking to learn more about DonorsChoose.org and encourage their teachers to get the most for their students.

You'll find information about DonorsChoose.org policies, frequently asked questions, examples of ways leaders like you have helped their schools benefit, and training materials for your staff.

We're committed to working with technology leaders like you to make it as easy as possible for public school teachers to get resources for their classroom while remaining inline with your district's technology policies.



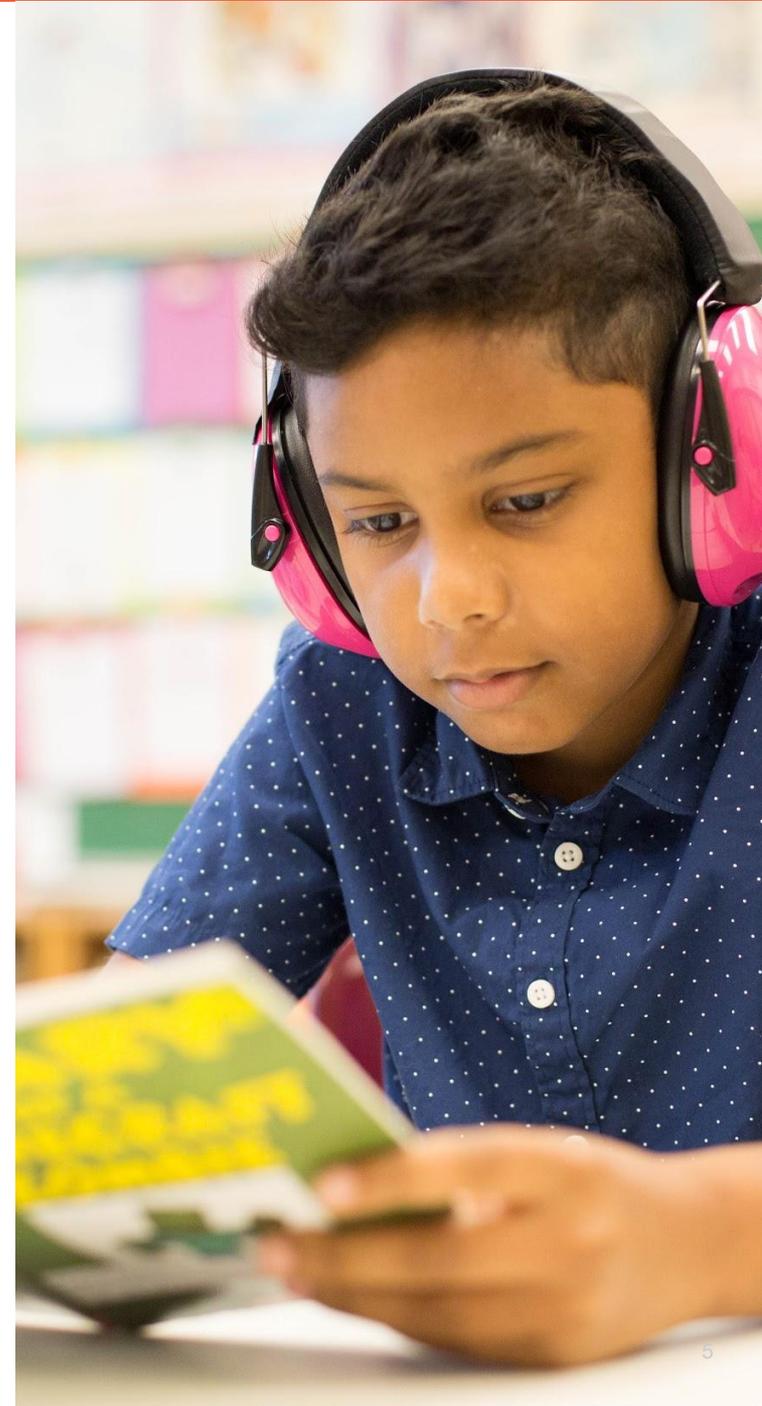


About CoSN



CoSN

CoSN (the Consortium for School Networking) is the premier professional association for PreK–12 school system technology leaders. CoSN provides thought leadership resources, community, best practices, and advocacy tools to help leaders succeed in the digital transformation. CoSN represents over 13 million students in school districts nationwide and continues to grow as a powerful and influential voice in PreK–12 education.



“

CoSN is so pleased to be working with DonorsChoose.org on the creation of this valuable toolkit for our members. Through this partnership, district technology leaders will be able to identify how crowdsourced fundraising can tie to the priorities of the school system.

Our hope is that CoSN members will utilize this toolkit to acquire the technology tools needed in their district to advance learning and teaching.

“



Keith Kruger
Chief Executive Officer, CoSN

“

DonorsChoose.org helps connect Moore Public Schools with a nation of support for their creative project ideas while also providing resources and tools.

Moore Public Schools is able to leverage controls such as reporting to help us identify district-wide trends and the technology guidelines so teachers know what my team can support.

“



Jun Kim

Director of Technology, Moore Public Schools, OK



About DonorsChoose.org

Teachers Ask. We Deliver.

Education takes a community, and DonorsChoose.org is ready to work with your schools and teachers to get the additional materials and supplies that help students thrive. DonorsChoose.org is a 501(c)3 public charity founded by a Bronx public high school teacher.

Since 2000, we've been trusted by teachers, donors, and school administrators across the country.

Through our platform, teachers request the exact materials and experiences they know will bring learning to life for their students. For some, that means some extra paper and pencils. Many dream even bigger, proposing robot kits for their students, flexible seating furniture for their classrooms, and professional development opportunities to further their teaching.





How it works



Teachers at verified schools request specific items.



We vet every single project that teachers post.



Donors and foundations contribute to these requests.



We order the items and ship them to the school.



We notify the school in advance of every shipment.

425,000

classrooms with funded projects

\$790,000,000

given to support classroom projects

32,000,000

students benefiting from DonorsChoose.org projects

3,500,000

donors of all stripes have given

81%

of America's public schools have had at least one teacher create a project

National Fundraising, Local Impact

Unlike any other funding platform, 75% of the dollars given to classroom projects on DonorsChoose.org come from people and organizations outside of teachers' personal networks, making our site especially useful for teachers in low-income communities.

Our corporate and foundation partners have provided more than \$350 million of classroom project funding. And by engaging a community of donors passionate about supporting classrooms, we connect teachers with individuals they would never otherwise meet through traditional fundraising efforts.



Why We're the Leading Crowdfunding Site for K-12 Education

As the largest crowdfunding site dedicated to public schools, DonorsChoose.org meets a **singularly high standard of transparency, accountability and security**. We send materials — *not cash* — to teachers, and we always keep building and district leadership in the loop.

Our dedication to efficacy and transparency has earned us the [highest possible rating](#) from Charity Navigator, America's largest independent charity evaluator for 13 consecutive years. This achievement is held by fewer than 1% of nonprofits.



Technology is the Most Important Investment

According to findings, teachers consistently rank technology as the most urgent expenditure schools can make — even over books. Of teachers surveyed, 84% say they use technology to help students who are struggling.

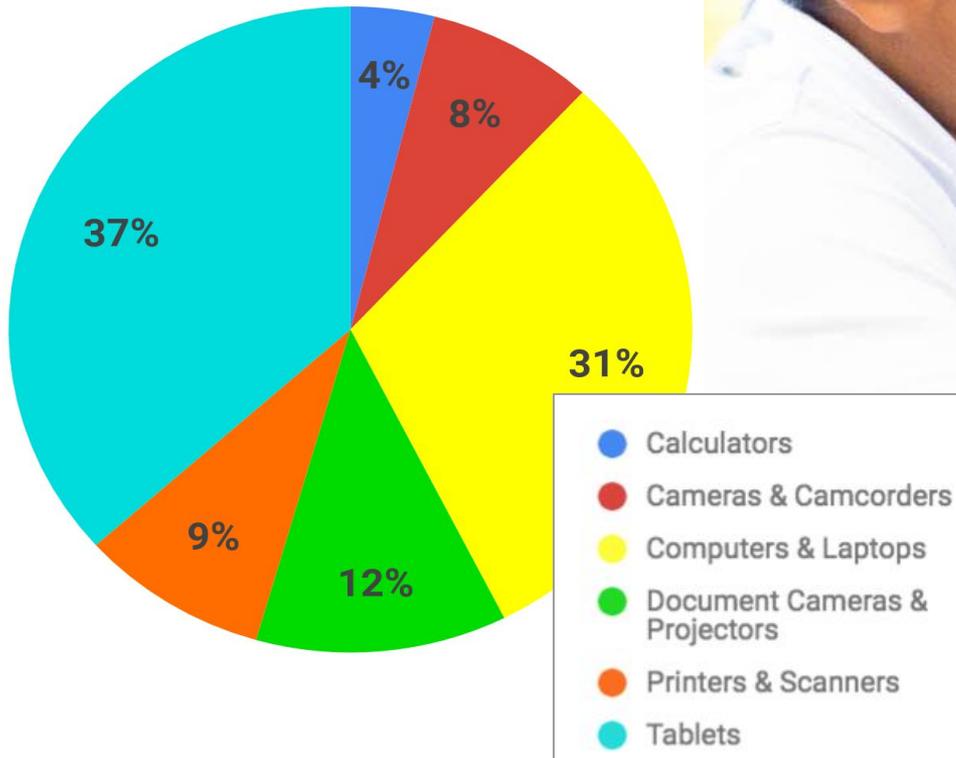
Teachers are already using technology to tailor learning to individual student needs using a variety of innovative tools.

What is the most urgent expenditure your school could make?

1. **Technology**
2. School Supplies
3. Books
4. Furniture
5. Field Trips
6. Magazine Subscriptions
7. Class Visitors

32,000+ Classroom Technology Project Requests in 2018

National Tech Requests



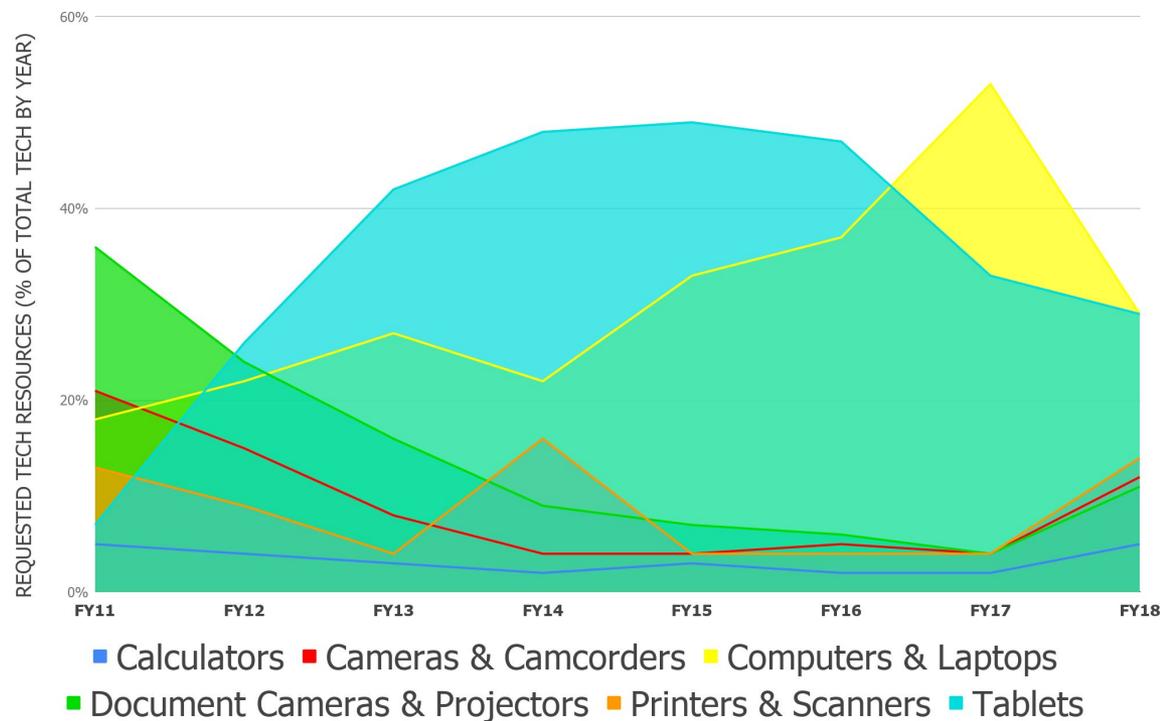
Technology requests continue to rise on DonorsChoose.org. **Tablet and computer requests have skyrocketed since 2011.**

We've also seen a steep decrease in cameras and calculators.

To prepare students for the tech-centric workplace, classrooms require more than pencils and paper. Tablets and computers are multi-purpose tools that allow teachers to further engage their students.

According to students surveyed, 90% of students say that tablets will change the way they learn.

Tablets and Computers Are the Most Funded Types of Technology





Project Examples

Developing digital fluency prepares students to compete in a rapidly developing job market after graduation.

Teacher users who request technology are able to add a dimension of creativity and innovation to their instructional practice.

Taking the Next Steps with Coding & Computer Science!

“Having a Macbook Pro will allow these advanced coders to keep pushing their computer science knowledge to the next levels to prepare for college and careers in computer science!”

[-Ms. Schwartz](#)

Materials Received:

Apple - MacBook Pro with Retina display

9th–12th grade | Pritzker College Prep, Illinois



OpenROV Fish Study

“On our Alaskan Island, we are surrounded by natural resources. Students will work to employ the OpenROV technology to assist in the annual fishing surveys for herring, sea cucumbers and salmon.”

[-Mr. Pipkin](#)



Materials Received:

ROV (Remotely Operated Vehicle) Kit



Stop Bullying Through Technology

“My students need awareness on bullying and the negative effects that go along with this practice.

This project will encourage my students to be wonderful classroom citizens.”

[-Mrs. Manswell](#)

Materials Received:

Chromebook Laptop

25 copies of *Bullying in Schools*

3 Button Kits

6th–8th grade
Hostos-Lincoln Academy of Science, NY





How We Support District Technology Leaders



1

We Help Teachers Request District-Compliant Technology

Teachers need to use specific devices that are compatible with district-wide applications, licenses, and networks. The DonorsChoose.org team works with teachers, district leaders, and IT administrators to help teachers request technology resources that align with your district policies. [Read more about the capabilities.](#)



Share Your District's Technology Guidelines with DonorsChoose.org

When teachers in your district request devices like computers or tablets, DonorsChoose.org can display your district's guidelines, with the option to link to your full IT policy. [Fill out this form](#) to display your district's technology guidelines when your teachers create classroom projects.

Heading to CDW-G to shop for technology?

Additional Information can be found on the District's Contracts & Procurement web site (accessed through the intranet). Here's what works best with your existing district technology:

- **Recommended: Dell desktops and laptops, Apple Macbooks and iPads, and Dell Chromebooks. Add a Google Chrome Management License to your project so your Chromebook can be supported by your school and district.**
- **Not Recommended: Android devices**

[Start shopping on CDW-G](#)

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[Project creation help](#) | [Privacy](#) | [Terms of use](#)

Example district-specific tech guidelines shown to teachers during project creation



We Encourage Teachers to Cart Chromebook Licenses

We understand the importance of centralized device management in districts. Teachers shopping for Chromebooks now see a prompt reminding them to request Google Chrome Management Licenses so that devices can be used in the classroom the moment it arrives, without districts covering the license cost.

Be sure to add a Google Chrome Management License to your project so your Chromebook can be supported by your school or district.

Licenses are available at [Best Buy Education](#), [CDW-G](#), and [Quill.com](#).

Prompt reminding teachers to cart licenses and letting them know where to shop for them



2

We Work with Vendors to Ensure Best Pricing for Teachers

We work with more than 20 integrated vendors, who offer special discounts and competitive prices, helping teachers get the best deal.

An analysis of our 100 most popular items found that 100% of these items had equal or better pricing for DonorsChoose.org teachers.



Our technology vendors offer an increasing number of technology bundles designed with teachers in mind which help teachers avoid common compatibility errors.



3

Keeping District Technology Leaders in the Loop

We work with district technology officials to ensure you're always aware of how educators in your district are using DonorsChoose.org.



Custom Reporting on Your District's Use of DonorsChoose.org

To see the impact of DonorsChoose.org in your district, sign up for a variety of [free automated reports](#). You can opt to receive regular reporting on all the projects posted and/or funded in your district, including line-item breakdowns of every technology item delivered to your schools.



Resource Shipment Notifications for Principals

DonorsChoose.org notifies principals by fax when we ship materials for a funded project. District administrators can now easily [update the contact list of principals](#) to ensure these email updates are received.

We'll also send an email to principals when we ship iPads and Chromebooks with next steps for device enrollment and configuration, helping to ensure that devices requested by teachers can be supported centrally by the school or district.



District Technology Leader Case Studies

Partnering with Your Teachers to Dream Big

Any full-time educator at a US public school, charter school, or Head Start center can create a DonorsChoose.org project. That includes:

- Librarians and media center specialists
- Guidance counselors and social workers
- Instructional technologists and speech pathologists

But district technology officials like you can partner with teachers to create school-wide projects that go beyond the scope of one classroom. Some examples include:

- [Getting a high quality MakerBot](#) for a school to engage students in engineering
- [An educator requesting Chromebooks](#) to create a financial literacy work station to prepare students for the future
- A second-grade teacher creating [a project to establish a school TV station](#)



Case Study: Empowering Teachers and Students



Pete Just
*Chief Operations & Technology Officer
MSD of Wayne Township, IN*

By encouraging teachers to be “artful arbiters of technology,” Chief Technology Officer Pete Just’s goals reflect a passion to help teachers and students have all the resources they need. Mr. Just works closely with leaders across the district to ensure new technology initiatives can be easily adopted. MSD of Wayne Township has received nearly \$1 million in project funding through DonorsChoose.org, and he found that innovative teacher users identify trends with their funded projects. Mr. Just says that successful classroom adoption of devices can operate as a “pilot,” helping to roll out project ideas district-wide.



Case Study: **Supporting Digital Equity**

Dr. Kelly May-Vollmar

*Chief Innovation & Information Officer
Desert Sands Unified School District, CA*

As a former teacher and principal, Kelly May-Vollmar is passionate about integrating technology in the classroom for meaningful instruction. A key piece of this work is ensuring digital equity exists in her district. Desert Sands Unified School District is currently undertaking an initiative which allows students the opportunity to check out Chromebooks. Additionally, Desert Sands Unified School District is a 1:1 student to technology district. Dr. May-Vollmar encourages teachers to request supplemental resources on [DonorsChoose.org](https://www.donorschoose.org) to further engage students in learning.



Case Study: Using Personalized Environments to Complement Instruction

Dr. Chris Smallen
Chief Technology Officer
Lenoir City Schools, TN

Dr. Chris Smallen is passionate about helping Lenoir City Schools engage fully with technology, and has worked with a district wide team to implement a thriving Career and Technical Education program, a new broadband network, and portable wireless hotspots. As the use of technology within Lenoir City Schools increases, Dr. Smallen says teachers are using [DonorsChoose.org](https://www.donorschoose.org) to request new classroom furniture that supports personalized instruction.

5 Ways to Harness the Power of DonorsChoose.org

District technology leaders across the country are collaborating with educators, using DonorsChoose.org to bolster district initiatives, access new funders, and so much more.

1. **Support Educators, Increase Retention**
2. **Advance District Priorities**
3. **Access a National Network of Funders**
4. **Raise Your District's Profile**
5. **Engage Students**



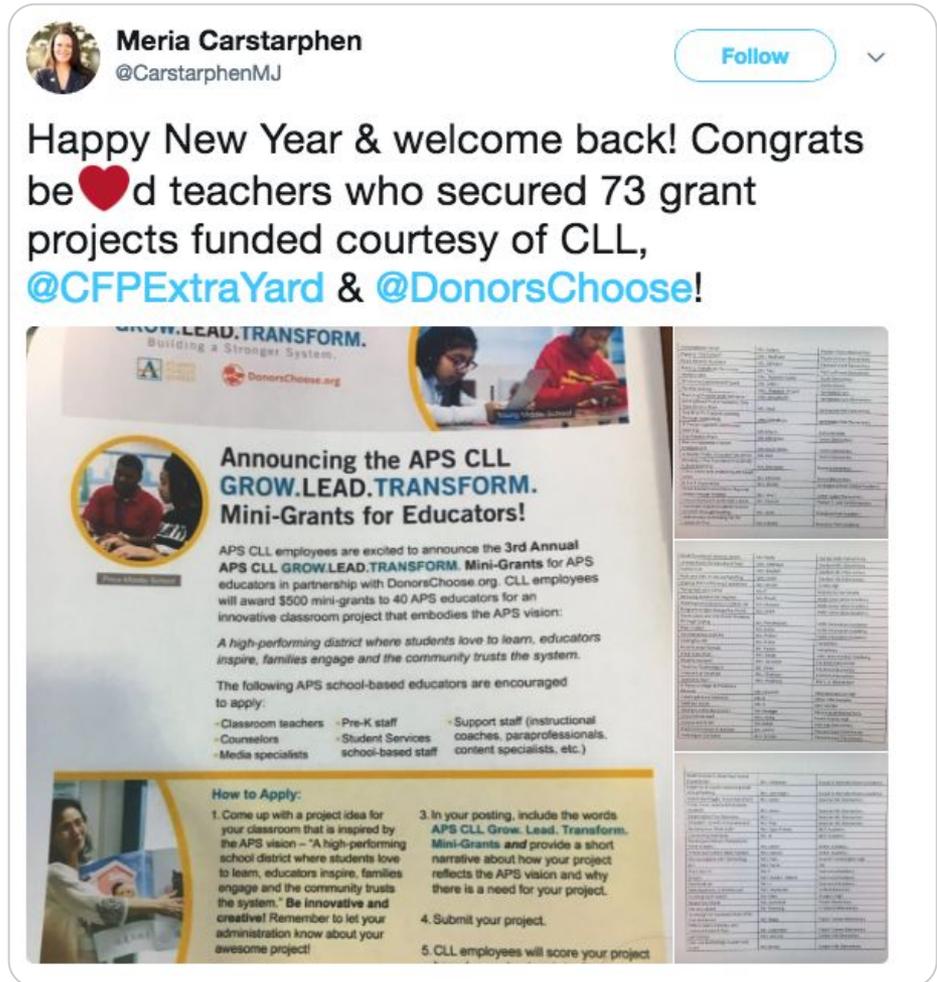
1 Support Educators, Increase Retention

When educators feel celebrated by their colleagues and administrators they're more likely to stay in the teaching profession.

DonorsChoose.org can be a way to show that support. Almost **three-quarters of our teachers say DonorsChoose.org played a role in their decision to stay in the teaching profession.**

94% of teachers report their funded projects increased their effectiveness in the classroom.

Hosting a Teacher Training in your district is an easy way to get started. This [training preparation checklist](#) and these [training slides](#) will get teachers up and running on DonorsChoose.org.



Superintendent Dr. Meria J. Carstarphen writes letters of congratulations to all teachers who have a funded project, and regularly takes to Twitter to celebrate with them.

Advance District Priorities

You can use DonorsChoose.org to amplify district initiatives and goals, giving educators an opportunity to think creatively about the supplemental materials that can take their lesson plans — and the district’s priorities — to the next level.

Whether you’re focused on student leadership, working towards 1:1 technology, or looking to expand your extracurricular offerings, you can encourage teachers to create project requests in line with these initiatives.

Atlanta Public Schools Every Student: College and Career Ready

GROW.LEAD.TRANSFORM.
Building a Stronger System.

Atlanta Public Schools **DonorsChoose.org**

**Introducing the APS CLL
Grow.Lead.Transform.
Mini-Grants for Educators!**

APS CLL employees are excited to announce the second annual **APS CLL Grow.Lead.Transform. Mini-Grants** for APS educators in partnership with DonorsChoose.org. The CLL employees will award \$500 mini-grants to 40 APS educators for innovative classroom projects that fulfill the APS mission:

With a caring culture of trust and collaboration, every student will graduate ready for college and career.

APS school-based educators that are employed full-time by the district and work directly with students at least 75% of the time are eligible to apply. To learn more, please check out the DonorsChoose.org Eligibility FAQ.

How to Apply:

1. Come up with a project idea for your classroom that is inspired by the APS mission – “With a caring culture of trust and collaboration, every student will graduate ready for college and career.” Be innovative and creative. Please also let your administrator know you are applying!
2. When creating your project, be sure to select “College & Career Prep” as the subject area for the project. Also, provide a short
3. Submit your project to DonorsChoose.org by Friday, Dec. 9, 2016 at the following link: www.donorschoose.org/teachers
4. CLL employees will score your project based on a simple rubric. Project winners will receive their grant by Wednesday, Dec. 21, 2016.

For questions and additional information, contact Rachel Sprecher, APS Grants Coordinator at 404.902.2912 or via email at rspreche@atlantaps.k12.ga.us.

The program is made possible by CLL employees and revenue collected from the CLL parking deck and vending machine commissions.

Atlanta Public Schools wanted to empower educators working towards the district mission “Every Student: College and Career Ready,” without tapping into district general funds. APS Superintendent Dr. Meria J. Carstarphen and the APS Office of Partnerships & Development encouraged teachers to create DonorsChoose.org requests that bolstered the district’s strategic plan through eblasts, trainings and social media.

APS uses special revenue from vending machines and employee parking contributions to run a mini-grant program. Educators create DonorsChoose.org project requests focusing on college and career prep, and the APS team selects winners based on mission alignment, innovation and demonstration of need. Each winning project receives a \$500 donation.

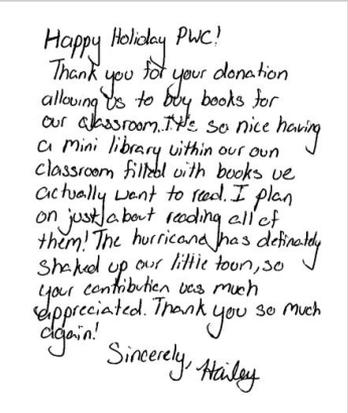
Access a National Network of Funders

Unlike any other education funding platform, **75% of the dollars given to classrooms come from people and organizations outside of educators' personal networks**, making our site especially useful for teachers in low-income communities. Our national corporate and foundation partners include the Bill & Melinda Gates Foundation, Google.org, PNC Bank, and Staples. Through DonorsChoose.org, you can help teachers get extra resources to help their students thrive, regardless of the size of your PTA or the wealth of your local community.

A Nation of Support Recovering from Hurricane Harvey

When Hurricane Harvey destroyed Houston ISD's Mitchell Elementary School in Texas, district leaders had to act quickly so educators could start the school year with everything they needed.

With the support of district leaders, Mitchell Elementary School staff turned to DonorsChoose.org. Through our platform, Mitchell educators were connected with donors across the country looking to help.



Happy Holiday PWC!
Thank you for your donation allowing us to buy books for our classroom. It's so nice having a mini library within our own classroom filled with books we actually want to read. I plan on just about reading all of them! The hurricane has definitely shaken up our little town, so your contribution was much appreciated. Thank you so much again!
Sincerely, *Hayley*

Throughout the 2017–2018 school year, corporations and foundations gave **\$9 million to districts in support of disaster recovery**, with citizen donors giving even more. Mitchell Elementary School was just one of more than 550 schools to receive funding for disaster recovery projects this year.

“There really aren’t words to describe what that feels like. To lose everything, and have people you don’t know willing to help you... it gives you hope.”

—Ms. Wells, Mitchell Elementary

4 Raise Your District's Profile

Your educators are always going above and beyond for their students, and using DonorsChoose.org to get additional classroom resources is just one way they do that.

By showing the public that your educators are working hard to ensure their students have the most learning opportunities possible, you can garner media attention and increase your district's reputation on local and national levels.

#BestSchoolDay Turning a National Story into a Local Achievement



In March 2018, Ripple, a San Francisco-based technology company, donated **\$29 million to fund every project on our site in a single day**. As Ripple's donation gained national attraction from outlets like the New York Times, so too did the benefitting districts. The DonorsChoose.org team sent districts detailed impact reports from the day, along with a templated press release, which resulted in dozens of districts — like [Charleston County School District](#) and [Boston Public Schools](#) — featured in local media outlets across the country.

5 Engage Students

Every class is as different as the students in it. Educators know what will excite their individual students best, whether that's a new Chromebook, an exciting class trip, or a special STEM project. By empowering educators to think outside the budget, you can help them to bring learning to life for their students.

Impact of Gates's Grants: Academic Achievement and College Readiness

We work with partners who are excited to inspire and support teachers creating innovative classroom solutions. One such partner is the Bill & Melinda Gates Foundation, who invited educators to create projects supporting academic achievement and college readiness. In a post-campaign survey, teachers who received funding from the Bill & Melinda Gates Foundation reported that the **Gates-inspired projects had an even greater impact on student outcomes.**

93% reported improved cognitive skills

92% reported increased content knowledge

91% reported improved academic behaviors



District Administrators Hub

DonorsChoose.org/administrators

Contact us anytime!



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