

Welcome!

e-Seminar for Sustainability

Small Gifts and Micro Loans

Today's Speakers

- **Melissa Cline, Donors Choose Recipient**
- **Jeana Takahashi, Donors Choose**
- **Stacey Monk, Epic Change**
- **Susan Hailman, Campaign Consultation, Inc.**

Agenda

- **Introductions**
- **Donors Choose Recipient**
- **Donors Choose**
- **Epic Change**
- **Discussion**
- **Conclusion**

Melissa Cline, ***A Donors Choose Recipient***



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Engaging Your Community in Citizen Philanthropy

About DonorsChoose.org

Problem:

Teachers spend \$1 billion from their own pockets annually, and donors are often uncertain about how best to help

Mission:

Improve public education by providing innovative teachers with needed resources

Vision:

A nation where every student has the classroom resources needed to thrive

How it Works:

Online philanthropic marketplace connects donors with teachers



Who Is Eligible to Request Materials?

- **All full-time classroom teachers at public schools**
(who spend more than 75% of each workday with students)
- **Other full-time, front-line educators at public schools** (Nurses, Guidance Counselors, etc. who spend more than 75% of their workday with students)

PLEASE NOTE: At this time, Administrators, Volunteers, Staff Developers, Paraprofessionals, Teacher Aides and Substitute Teachers cannot request resources at [DonorsChoose.org](https://www.donorschoose.org).

6 Steps to Posting a Project

1. Get Started

- Register for an account and Confirm your e-mail address
- Upload a photo
- Select the green “create a proposal” button and create a great title

2. Go “Shopping”

Find Materials

Find materials for your project request using Express vendors ♦ catalogs and websites, and then add them to your eSchoolMall shopping cart.

After you have selected materials for your proposal, be sure to view your eSchoolMall cart and then check out of eSchoolMall so that all of the items will be transferred to your DonorsChoose.org project proposal.

Search Express Catalogs

Search the catalogs of the vendors below.

Enter Text

Search

e.g. "LCD projector," or "Scrapbook"

- All Catalogs
- AKJ Books
- Best Buy
- Cannon Sports
- Carolina Biological Supply
- Encyclopedia Britannica, Inc.
- Highsmith

OR

Shop Express Websites

Select a vendor to go to its website. Shop and add items to your cart. Completing the checkout process is required to add your item(s) to your eSchoolmall cart. Note that you will not need to pay for your items.

- ABC School Supply
- Abilitations
- Barnes & Noble
- Blick Art Materials
- Brodhead Garrett
- CDW
- Childcraft
- Frey Scientific

6 Steps to Posting a Project (continued)

3. Find Your Materials

- Add items to your cart and check out
- Summarize your Resource Request

4. Write Your Essay

- Describe the situation and the solution
- Empower your donors!

5. Quantify (Project) Impact

- Calculate how many hours of learning your project will provide
- Approximate how many students will use the resource(s)
- Determine whether the resource is reusable

6. Confirm Your Project

Getting Your Project Funded

Project Review

- Use feedback from other teachers to improve your project

Project Cost

- Projects under \$400 are more likely to get funded

Spread the Word

- Engage your friends, family, colleagues and community



DonorsChoose.org GivingCard™
Invite a friend to choose a classroom project to support.

Available via:

- Mail
- Email
- Print At Home

Customize >

How a GivingCard works:

- 1** You purchase a GivingCard. (It's tax-deductible!)
- 2** Your friend chooses a project.
- 3** Your friend will hear back from the classroom.

[Redeeming a GivingCard? Click here.](#)

Engaging Your Donors

Meet the Donors

Terry gave on Mar 16, 2009

Melissa gave on Mar 22, 2009

"I gave to this project because my son's favorite subject is math and I wanted you all to have the best tools possible!"

The Teacher, Ms. W. on Mar 31, 2009

"Thank you very much for donating to our class. I am looking forward to putting the manipulatives I asked for to good use. Thank you again for your generosity."

The Teacher, Ms. W. on Mar 31, 2009

"Thank you very much for donating to our project and supporting our cause. My students will benefit greatly from your generosity."

Pamela from St. Louis, MO gave on Apr 3, 2009

The Teacher, Ms. W. 5 days ago

"Thank you very much for donating to our class project. We are looking forward to using the manipulatives."

Maxine from St. Louis, MO gave 9 hours ago

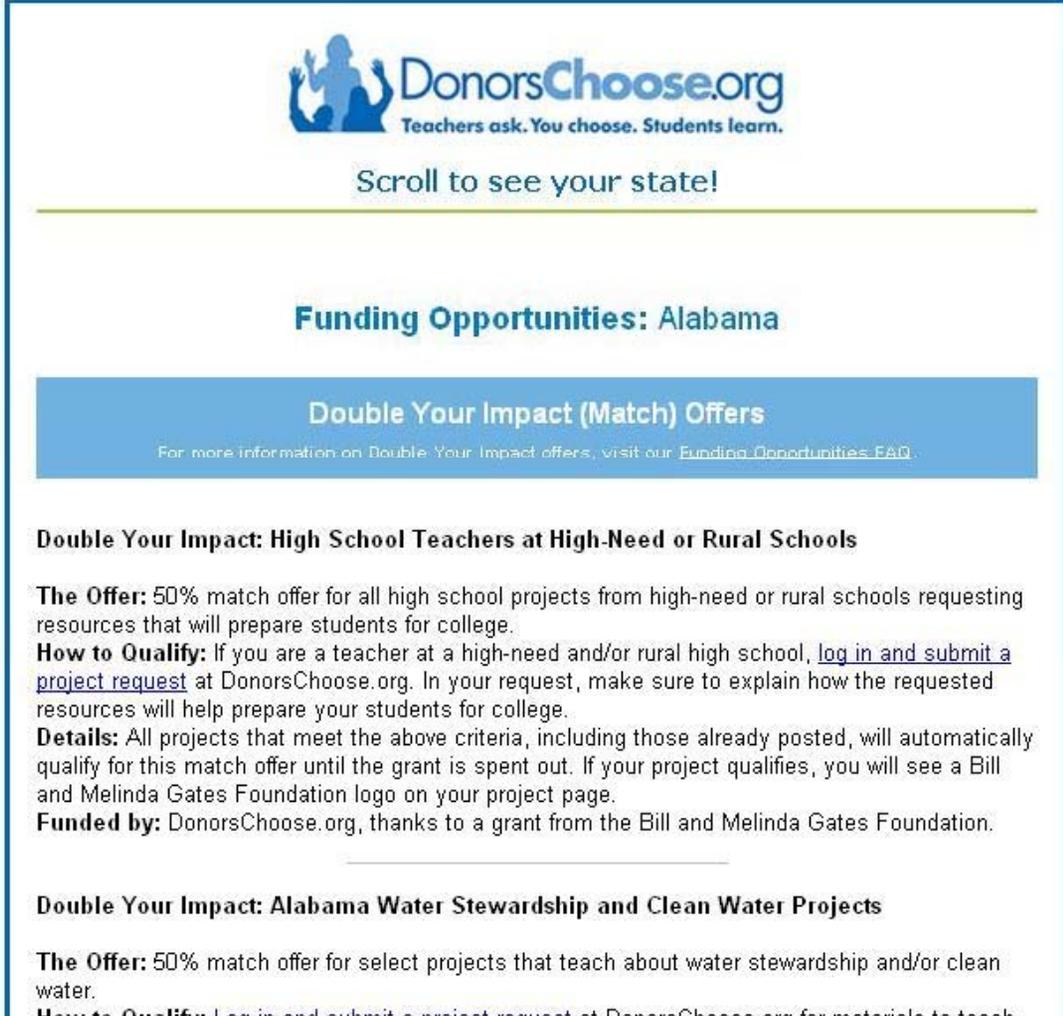
"Thanks for all you do for the children. Best, Maxine Clark "

Myong gave 8 hours ago

"I gave to this project because...I love math and love the idea of helping kids see how great math is and hopefully get them to a place where they don't dread it. "



Funding Opportunities




Teachers ask. You choose. Students learn.

Scroll to see your state!

Funding Opportunities: Alabama

Double Your Impact (Match) Offers
For more information on Double Your Impact offers, visit our [Funding Opportunities FAQ](#).

Double Your Impact: High School Teachers at High-Need or Rural Schools

The Offer: 50% match offer for all high school projects from high-need or rural schools requesting resources that will prepare students for college.

How to Qualify: If you are a teacher at a high-need and/or rural high school, [log in and submit a project request](#) at DonorsChoose.org. In your request, make sure to explain how the requested resources will help prepare your students for college.

Details: All projects that meet the above criteria, including those already posted, will automatically qualify for this match offer until the grant is spent out. If your project qualifies, you will see a Bill and Melinda Gates Foundation logo on your project page.

Funded by: DonorsChoose.org, thanks to a grant from the Bill and Melinda Gates Foundation.

Double Your Impact: Alabama Water Stewardship and Clean Water Projects

The Offer: 50% match offer for select projects that teach about water stewardship and/or clean water.

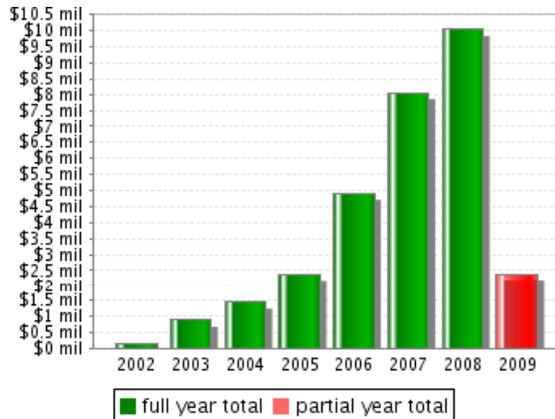
How to Qualify: Log in and submit a project request at DonorsChoose.org for materials to teach

- **Double Your Impact Offers**
- **Tipping Point Funding**
- **Other Funding Opportunities**

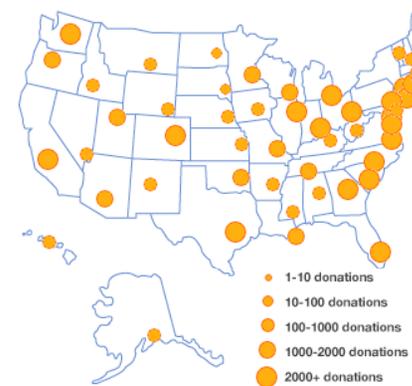


National Impact

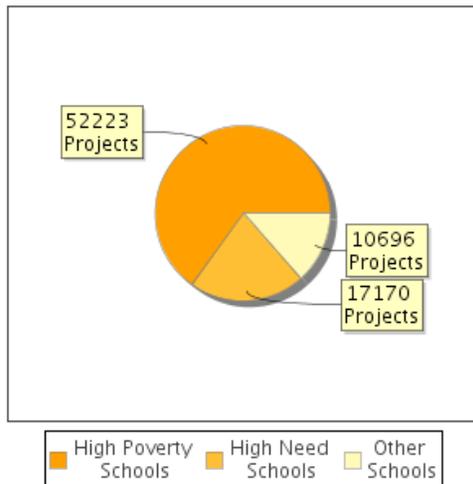
\$32 million donated



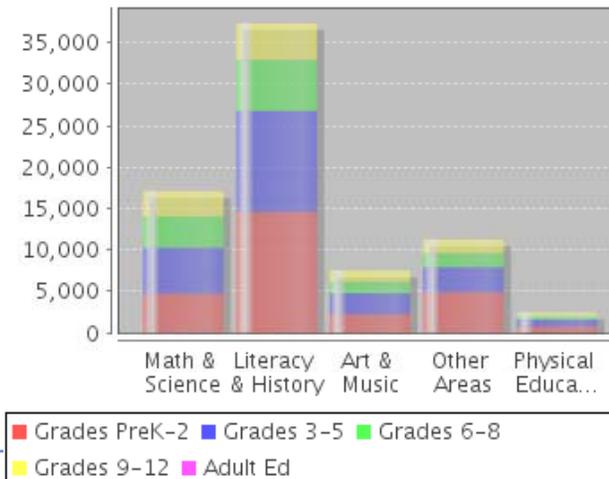
120,000 citizen philanthropists



80,000 projects



2 million students benefited



Note: Our current impact to date is always available at <http://www.donorschoose.org/about/impact.html>



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questions?

Jeana Takahashi

jeana@donorschoose.org

www.DonorsChoose.org

small gifts create  **epic**
CHANGE



We help hopeful people in need share their stories to acquire resources that improve their lives.

Epic Change believes that people's stories are assets that can be used as resources to improve their lives. We help people in need share their "epic" true stories in innovative, creative and profitable ways to help them acquire the financial resources they need to create positive "change" in their communities.

1. Raise money. We focus on small gifts from individuals to provide loan capital.



2. Make a change. We make substantive loans to grassroots changemakers to expand their successful community improvement efforts.



3. Share the story. We collaborate with borrowers to transform their hopeful stories into repayment capital.



4. Pay it forward. We recycle repaid loans to fund epic change in other communities.



*“nobody made a
greater mistake than
he who did nothing
because he could do
only a little.”*

– edmund burke



mama lucy sold chickens and turned her income
into a school that serves hundreds.

“we are the ones we’ve been waiting for.”

– barack obama

According to *Giving USA*:

- "Individuals...serve as the engine of the charitable sector...accounting for 74.8% of all giving in 2007."
- About 2/3 of households with incomes under \$100,000 give to charity.
- On average, Americans give 2.3% of their disposable income to charitable causes.

According to *Who Really Cares* by Arthur Brooks:

- "The most charitable people in America today are the working poor."

“little by little does the trick.”

– aesop

Small Steps

- Epic Change is a **volunteer-run startup** nonprofit that was launched in 9/07.
- In **18 months**, we've raised over **\$75,000**, almost entirely from individuals.
- Over **80%** of our nearly **1,000 donors** have given **\$40 or less**.
- The vast majority of our fundraising is done P2P online.

Epic Outcomes

- Since 12/07, we have **loaned over \$65,000** on our prototype project in **Arusha, Tanzania**, where the funds have financed a **land purchase, 5 classrooms & a school bus**.
- Within **15 months**, the **student body has tripled in size** to **over 300 children** & the school **qualified to participate in national exams for the first time & scored #1 of 117 schools** in their district.
- We have transformed the school's hopeful stories into **new income streams** that have enabled **repayment of over 15% of our initial \$35,000 loan**.
- Our work has appeared in **over 200 online publications**, including ***The NonProfit Times, Ode & Mashable***.





TweetsGiving was created by Epic Change in November 2008 as a Twitter celebration of gratitude & giving. The event raised over \$11,000 in 48 hours to build a classroom in Tanzania.

“never doubt that a small group of thoughtful, committed citizens can change the world. indeed, it is the only thing that ever has.”
– margaret mead

- 6 days preparation
- 5 volunteers
- \$10 domain registration for www.TweetsGiving.org
- Free & low-cost tools:



- Over \$11K raised in 48 hrs
- 360 donors, 98% new
- \$30.92 average gift
- Over 15,000 site visitors
- Over 3,000 “tweets” of gratitude
- 1 new classroom



More information about TweetsGiving is available at:

<http://www.TweetsGiving.org> &
<http://epicchange.org/blog/2008/12/05/why-tweetsgiving-worked-imho/>

ignite “micro-collaboration.”

According to Nirvan Mullick at *The One Second Film*:

Micro-collaboration is the process by which “many people to work together in lots of little ways to collectively create something bigger than we could alone.”



To weave a micro-collaborative network of support:

- 1. Share yourself.**
- 2. Share stories.**
- 3. Spread hope.**
- 4. Create community with relationship-building, rewards, reciprocity...& fun!**
- 5. Use the quickest, cheapest (free!), easiest tools & leverage existing communities.**

h/t Beth Kanter for several of these concepts in her great presentation:
[*Giving Good Poke – Using Social Apps & Social Media for Social Good.*](#)

“wherever you go, go with all your heart.”

– confucius



*The message is not about the charity.
It's about why the messenger cares.*

– Katya Andreson, Network for Good

Photos: Tim Llewellyn – www.fourl.com. I found Katya's quote in Beth Kanter's presentation *Giving Good Poke – Using Social Apps & Social Media for Social Good.*)

“the shortest distance between a human being and truth is a story.”

– anthony de mello

To inspire giving & action:

- **Share vivid stories:** “The more vivid the story – through narrative or through imagery – the more emotionally arousing. And emotions are what triggers the impetus to help...Showing statistics can actually blunt this emotional response by causing people to think in a more calculative, albeit uncaring, manner.”
 - Deborah Small, University of Pennsylvania, Wharton School of Business in the *Stanford Social Innovation Review*
- **Narrow the frame:** People can identify with an individual, but not with an entire population. As Paul Slovic, a psychology professor at the University of Oregon pointed out in a [2007 article in The Chronicle of Philanthropy](#), “We cannot wrap our minds around two people as well as around one.”

More content and links on storytelling for social good are available at:
<http://epicchange.org/blog/2008/04/14/a-storytellers-rules-of-engagement>

“Everything that is done in the world is done by hope.”

– martin luther king, jr.

“What marketers actually sell is not powder or chemicals or rubber or steel or silicon or talk or installations or even sugary water.

What marketers sell is hope.

The reason is simple: people need more. We run out. We need it replenished. Hope is almost always in short supply.

The magical thing about selling hope is that it makes everything else work better, every day get better, every project work better, every relationship feel better. If you can actually deliver on the hope you sell, there will be a line out the door.

Hope cures cynicism. Hope increases productivity. Hope needs no justification.”

– seth godin



Photo by arcticpenguin



Photo by Steve Rhodes

“the only way to have a friend is to be a friend.”

– ralph waldo emerson

The 3 R’s of creating community:

1. Relationship Building

- We built relationships & social capital on Twitter for several months before we imagined TweetsGiving.
- Mama Lucy blogs in our community; we’ve shared YouTube videos, song dedications & artwork btw. donors & Tanzania.

2. Rewards

- 51 TweetsGiving “Top Turkeys.”
- Twitter Handles painted on walls in Arusha.
- YouTube “thank you” video: <http://bit.ly/epicgratitude>

3. Reciprocity

...& don’t forget the “F” word: FUN. No one wants to join a boring community.



h/t Beth Kanter for this material in her great presentation:
[Giving Good Poke – Using Social Apps & Social Media for Social Good.](#)

#4. Create communities with relationship-building, rewards, reciprocity & fun!

*“Where a new invention promises to be useful,
it ought to be tried.”*

– thomas jefferson



Learning Resources

- Beth's Blog:
<http://beth.typepad.com/>
- Social Actions:
<http://www.SocialActions.com>
- Corporate Dollar:
<http://www.CorporateDollar.org>
- We Are Media:
<http://www.wearemedia.org/Module+Outline>
- Epic Change Blog
<http://www.EpicChange.org/blog>

#5. Use the quickest, cheapest (free!), easiest tools & leverage existing communities.



small gifts
can create
Epic Change.



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questions?

Stacey Monk

@StaceyMonk on Twitter

stacey@epicchange.org



www.EpicChange.org

Discussion

- In your opinion, what makes direct giving sites like Donors Choose so appealing to requestors and donors?
- What can you borrow from the direct giving approach?

Discussion Con'd

- Micro loans have gotten a lot of attention since Muhammad Yunus won the Nobel Prize for his work with Grameen Bank. What do you think we in the US can learn from programs like Epic Change?

Upcoming e-Seminars

Strategic Thinking for Idealists

May 27, 3:00-4:00 pm, EDT

Will you qualify for stimulus \$\$?

You propose, We plan.

July 1, 2009, 3:00-4:00 pm EDT

We'll take suggestions for the July seminar topic until April 23, Poll on the VISTA Campus and announce the topic and presenters on May 8!

Poverty Perspectives I

August 5, 2009, 3:00-4:00pm EDT

Financial Literacy and Wealth-Building

Poverty Perspectives II

Sept. 16, 2009, 3:00-4:00pm EDT

Health Status, Nutrition and Environment

Continue the Discussion...

Please continue the discussion in the VISTA Campus.

<http://vistacampus.org/>

Forum:

<http://vistacampus.org/mod/forum/discuss.php?d=171>

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***Thank you for
joining us!***

***Please take a few moments and
complete the survey on the right.
(5 being strongly agree, 1 being strongly disagree)***