**Donors Choose Campaign**

**Objective:**

To develop, use, and apply effective interpersonal, managerial, teamwork, and communication skills necessary to be successful individuals, team members, and managers.

**Materials needed:**

Computers, Internet, projector for presentations, and organization tools to record and organize and gauge campaign and team information.

Due to the economy, educational funders are encouraging alternative methods of funding.

D*onorsChoose.org makes it easy for anyone to help a classroom in need. Public school teachers from* *every corner of America create classroom project requests, and you can give any amount to the project that inspires you.*

*(Source:* [*www.donorschoose.org)*](http://www.donorschoose.org/)

First rule of thumb: read through the whole project before beginning.

**CONSIDERATIONS:**

The primary goal of this project is to develop, use, and APPLY effective interpersonal skills necessary to be successful individuals, team members, and managers. Our secondary goal is to achieve 90% or more of our intended revenue. As an incentive for success, a class grade may be taken in which all students receive the same grade.

Have fun with it and let’s get some support!

|  |  |  |  |
| --- | --- | --- | --- |
| If the campaign | If the campaign | If the campaign | If the campaign |
| receives 0%-10% of | receives between | receives 90%-100% | receives more than |
| its intended | 11% and 89% of its | of its intended | 100% of its |
| revenue. | intended revenue. | revenue. | intended revenue. |

|  |  |  |  |
| --- | --- | --- | --- |
| 60 | 80 | 100 | 110 |

**Part 1 = Identify a Campaign**

1. Identify a specific campaign you want to create either on your class’ behalf or on the behalf of another class.

**Part 2 = Research and Report**

1. Go to [www.donorschoose.org](http://www.donorschoose.org/) and identify your top three campaigns and report this information back to your teacher using their desired method.
2. From your list of three, identify your favorite campaign and **WHY** you like it. Report this information back to your teacher using their desired method.

**Part 3 = “Must Haves” Selection**

1. After each student has identified his/her favorite campaign and the reason it is his/her favorite, compile a master list of reasons for the entire class. Remove any overlaps and come up with a

“must have” list of requirements for your class campaign (e.g. personal connection, catchy title, video, reasonable goal, etc.).

**Part 4 = Team Selections and Job Assignments**

1. Once the “must haves” are identified, set up teams (based on the list) for each part of the campaign.
2. Have team members select a team captain, vote on a team name, and compose and submit (based on teacher instruction) suggested job descriptions for each team.

**Part 5 = Your Campaign**

1. After the teacher has set up an account with donorschoose.org, the team will identify one person to meet with the teacher to receive instruction on how to compose their class’ campaign.

The following are requirements for each campaign:

* + Identify your project type (Materials through Vendor Directory, Class Visitor, Class Trip, or Special request for materials not through Vendor Directory).
	+ Use the wizard to complete project type specifics.
	+ Use the wizard to complete the “Tell Your Story” section based on your project type.
	+ Use the wizard to complete the “Add Details” section based on your project type.
	+ Use the wizard to complete the “Get Creative” section based on your project type.
1. Once each team’s portion has been put into the online wizard, each team will present their portion to the teacher/class for final approval and will be graded on their presentation using the provided rubric.
2. Once final approval has been given the campaign will be submitted and monitored for its success.