



What is Philly FUNDaментals & best practices to create a fundraising campaign

What is The Fund for the School District of Philadelphia?

What does The Fund do?

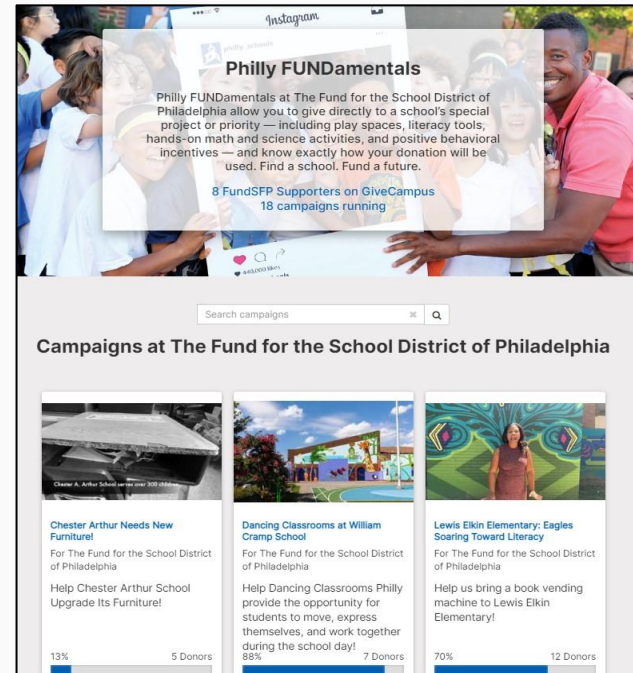
The Fund for the School District of Philadelphia (The Fund) is the only 501 c(3) non-profit that works directly with the School District of Philadelphia.

The Fund supports Philadelphia's public school children across the spectrum of their education – from providing funding for early literacy programming and providing support in obtaining new supplies, to awarding scholarships for post-secondary education.

Philly FUNDamentals

Philly FUNDamentals is the site developed by The Fund that allows any donor to find a school and give directly to that school's needs as identified by school leadership.

All our crowdfunded campaigns are located here



The screenshot displays the Philly FUNDamentals website interface. At the top, there is a search bar labeled "Search campaigns" with a magnifying glass icon. Below the search bar, the heading "Campaigns at The Fund for the School District of Philadelphia" is visible. Three campaign cards are shown in a row, each with a title, description, and progress bar.

Philly FUNDamentals
Philly FUNDamentals at The Fund for the School District of Philadelphia allow you to give directly to a school's special project or priority — including play spaces, literacy tools, hands-on math and science activities, and positive behavioral incentives — and know exactly how your donation will be used. Find a school. Fund a future.

8 FundSFP Supporters on GiveCampus
18 campaigns running

Search campaigns

Campaigns at The Fund for the School District of Philadelphia

Campaign Title	Description	Progress	Donors
Chester Arthur Needs New Furniture!	For The Fund for the School District of Philadelphia Help Chester Arthur School Upgrade Its Furniture!	13%	5 Donors
Dancing Classrooms at William Cramp School	For The Fund for the School District of Philadelphia Help Dancing Classrooms Philly provide the opportunity for students to move, express themselves, and work together during the school day!	88%	7 Donors
Lewis Elkin Elementary: Eagles Soaring Toward Literacy	For The Fund for the School District of Philadelphia Help us bring a book vending machine to Lewis Elkin Elementary!	70%	12 Donors

GiveCampus

Give Campus is the crowdfunding platform that Philly FUNDamentals is built on. Easy to learn, yet complex enough for complicated tasks like unique link tracking, advocacy, and donor correspondence!

Let's make a campaign!

What campaigns work best?

Campaigns that work best are those that are:

- Easy to Understand
- Tangible
- Believable
- Exciting
- Memorable

People will never donate money to a cause they do not understand or think is impossible.

We want to sell goals, not daydreams.

Getting Started

After deciding on what your school or classroom needs, how much money it would take, and whether crowdfunding is the best method to obtain that money, head over to our online form and answer 6 quick questions for us!

1. What is the full name of your School
2. What do you want your campaigns title to be?
3. Provide a description of your campaign.
4. What is your dollar goal?
5. What is your deadline date?
6. Who will be in charge of this campaign?

How to Write Your Campaign Effectively!

The vast majority of the donors donating to your campaign will not be teachers, and we don't want to alienate or confuse them by using vocabulary and Educational jargon we are accustomed to like:

- Common Core
- Bloom's Taxonomy
- IEP
- SMART Goals
- Instructional Scaffolding

Descriptions of your campaign can be from 3 sentences to 10 paragraphs long. Length is not too important.

What matters is how effective it is in explaining your campaign goal clearly and inspiring your potential donors to give.

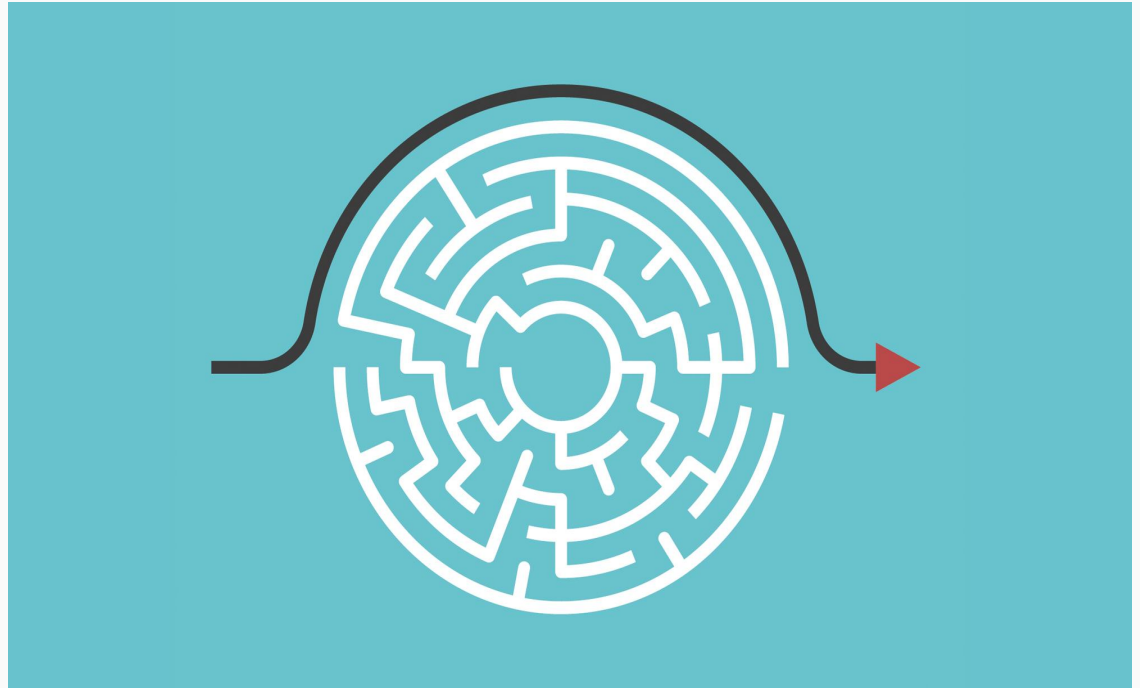
Writing Campaigns Pro Tips



Keep it SIMPLE!

Don't beat around the bush in your campaign descriptions!

In fact, forget the bush and just go around.



Punctuation Matters!

Don't believe me?

Let's see an example

4
APR

About this Campaign

Philadelphia public school sports teams and clubs rely on coaches and students to generate funds to meet their needs. This fundraiser is seeking to support Coach Ken as he develops the Lancers baseball program for varsity and junior varsity. The **teams lack basic baseball equipment** such as extra practice balls, throw-down bases, and tarps to cover the field when it rains. The teams would benefit from a turf pitching mound and baseball-specific rakes to prepare their field before games. **The Lancers dream of infrastructure improvements: a field with dugouts, an operational bullpen area, batting cages, a functioning scoreboard, and a sound system.** These investments will help current student-athletes today and future generations of Central baseball players. Central students are also working to improve their field and will help to raise additional funds through their own efforts this spring and summer. Check out our website here at: <https://centrallancersbaseball.com/>

Can you join in? The Lancers' goal is \$11,223 to get supplied for this season and start to make the long-term investment into the program and field.

Pictures are Great!

Keep them dynamic, fun, bright pictures so that they stay in our donor's minds.

If your campaign has to do with a new program that is not easy to imagine, show your donors a photo to explain!



But a Video is
Always Better.

'Nuff said



Tell The Story Behind Your Campaign!

People love a good story, so tell yours!

Catering to our donor's emotional response to your campaign is the best way to ensure donations will come in.



Don't Forget About The Kids!

It's easy sometimes to get wrapped up in our campaigns and forget to mention the kids it is meant to serve.

Circle back often and remind your donors that this is all for our students and our communities.



Words, words, and more words!

Why the words you use matter

While the language in a campaign can be used to educate and inspire to give, other times, the language we use can perpetuate negative stereotypes, exclude or alienate people and muddle our own message.

Being mindful and intentional of the way we speak about our youth and communities is key for bringing in donations!



Asset Based vs. Deficit Based Language

Asset based language: Prioritizes on your top strengths and potentials instead of any shortcomings

Deficit based language: Prioritizes what's missing or "wrong" about your school/program/facility

Deficit Based

Some non-specific and overused words like the ones listed here have gotten a negative connotation over time, and can often suggest the people referenced are less-than and bringing in a myriad of assumptions about the circumstances of a person's life that may not be true.

Words to Avoid:

- Troubled
- Vulnerable
- At risk
- Urban
- Underprivileged



Asset Based

Framing our youth by their strengths and what they excel in using our language works to both inspire donations and to challenge us to consider the capabilities and contributions of our students as they choose their path forward.

Words to use:

- Strong
- Determined
- Creative
- Committed
- Motivated
- Inspired



To Start a Philly FUNDamentals Fundraising Campaign, Complete and Submit Our Online Form By Clicking Button Below.

Create a



fundraising campaign

I Submitted The Online Form... Now What?

Once I receive the answers on our form, I will start on drafting your campaign.

Once completed, I will get back to you with the final steps before making your campaign go live!

EOD Guarantee if submitted by 12PM!

Final Steps include:

- Claiming your status as the campaign's administrator
- Uploading short video to have on your campaign front page (Optional, but highly recommended)
- Going Live!

The Fund is YOUR Resource!

Crowdfunding can be hard and confusing, and that's okay, that's why we are here!

If you ever have any questions about your campaign; how to best write your description, how to make updates on our website, donor outreach, **never** hesitate to reach out to our team!

Contact us by:

Sending an email to either

Leo@thefundsdp.org

Info@thefundsdp.org

or

Calling (215) 979-7122