# Crowdfunding for Schools

When a community does not feel connected and invested in its local education system the success of that system is jeopardized.  This is a big problem in schools in the developing world as well as here in the United States, especially in lower income areas.

* Students unsure about how their education fits into their communities’ needs.
* Communities lack input on educational opportunities more attuned to their local situation.
* Teachers and administrators lack the resources and outreach to improve learning experiences In school activities.

## Target users

By implementing our Crowdfunding for Schools solution we aim to enable local communities and schools to have timely, informative communication about their needs.  Crowdfunding for Schools targets a wide range of people and organizations:

* Public schools, Kindergarten thru 12th grade
* Volunteer workers
* Donors
* Potential mentors
* Parents

## Stakeholders

In order to succeed, Crowdfunding for Schools requires a commitment from those that are core to the educational experience:

* Teachers
  + Share their curriculum, projects and needs.
  + Solicit parents and community for community teaching opportunities.
* School Administrators
  + Ensure students privacy and quality of education is maintained.
  + Evaluate project ideas before asking for donations.
* Community
  + Identify opportunities and real world problems that are being faced.
  + Contribute to community learning projects with their time, expertise or monetarily.
* Parents/Guardians
  + Encourage active participation in their children’s educational functions.
  + Bring parents into the conversation of raising money for their children’s schools.

## Scope

Crowdfunding for Schools was created to address the lack of community involvement in education. The initial scope of Crowdfunding for Schools focuses on schools in the United State with high dropout rates where this disconnect seems most prevalent. With success in these school districts, Crowdfunding for Schools could be expanded to other United States school districts and then struggling schools in the developing world.

## Mode

Crowdfunding for Schools combines the features of crowdfunding sites with community-building tools of social media. Crowdfunding for Schools includes:

* A website that provides:
  + Tools to build campaigns
  + School and individual profiles
    - Ability for parents and faculty to post under their associated schools.
  + Modes for schools and individuals to interact
* An integrated mobile app
* Links to easily connect with social media networks, such as Facebook or Twitter.

## Comparative ideas or products

Currently there are many crowdfunding tools available to support varying needs and projects. These crowdfunding tools vary in categories, target users and pricing structures. Some of the most popular crowdfunding tools include:

* USeed
  + Funding for community and school projects run through colleges.
  + College profiles provide a high sense of legitimacy
  + Not a lot of features, but simple and easy to understand.
  + Easy to connect with college web site.
  + Need to apply to get a campaign.
* GoFundMe
* Broad focus.
* No deadlines to meet goals.
* Low feeling of trust and legitimacy in campaigns.
* Lots of fees at different stages of process.
* No help with community connection.
* Kickstarter
  + Funding for creative projects.
  + No categories specific to education.
  + Everyone’s creative project gets a chance.
  + Deadlines to reach goal.
* IncitED
  + Similar focus as Crowdfunding for Schools.
  + Flexible deadline and fee schedules.
  + No school profiles or community connections.

## Challenges

Due to the nature of the problem space targeted by Crowdfunding for Schools, there are special concerns that need to be considered:

* Student privacy and safety
* Building a sense of trust, legitimacy and reliability.
* Maintaining support for high dropout rate schools.
* Incentive for participation of parents, faculty, and donors.