



Beaverton's **CHOICE**

Crowdfunding for Innovation
in Beaverton Schools

Beaverton's Choice Application Guide and Workbook

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Welcome to Beaverton's Choice! We are excited to support your leadership on behalf of your students to provide hands-on learning opportunities that go beyond normal school funding. Beaverton's Choice is an online crowdfunding platform available only to BSD staff. We charge no fees and all funds raised go directly toward your goal.

💡 Proposals may be eligible for matching funds from BEF; determination of matching funds will be made after review of the full proposal.



Proposals will be submitted via the online platform known as "Fundrazr."

Watch YouTube: [▶ What is Beaverton's Choice?](#)

Beaverton's Choice is:

- **Free to use** with no processing fees.
- **Easy to share:** Crowdfunding campaigns are easy to share with your network using social media tools and other sharing options.
- **Easy collaboration** keeps BSD staff in control and helps projects fund quickly.
- **Matching funds** may be available.
- **BEF takes care of tax-exempt donation receipts** and transfers the project funds when you reach your deadline. Even if you do not reach your goal, you may still receive the funds you raised when the project is closed. .

Our application is designed to be quick and easy and keep you in the driver's seat. This guide takes you through the steps! Let us know if you have any questions!

Your BEF Team

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Six Easy Steps to Create a Successful Beaverton's Choice Campaign



Step One: Create a new campaign

Begin by discussing your project with your principal and possibly your team or department to see if school budgets can support your idea. To pursue a Beaverton's Choice grant, create a new account or log into your existing BEF Fundrazr account. If you are putting a project together as a team, one individual can start a project and invite their team members to join.

[LINK: Create a New Campaign](#)

[LINK: Log In and Manage Existing Campaign](#)

[LINK: View Active Beaverton's Choice Projects](#)

[LINK: See all Completed Beaverton's Choice Projects](#)

[LINK: Frequently Asked Questions](#)



Step Two: Fill out our application form on Fundrazr

To get started, you'll need an overview of your project and details. You must include a project title, description, budget, and deadline. You can also include images but don't worry, we also have placeholder graphics available. You can start an application, save your work and come back later to submit.

[LINK: Worksheet for Project Details](#)

[LINK: Student Image Sharing Guidelines](#)

[LINK: Template with Stickers to Cover Student Faces](#)

[LINK: Placeholder Image Canva Template](#)



Step Three: Submit your application to BEF!

BEF will review the application and let you know if we have any additional questions or if it is approved and live! You will also be able to update details and images and also interact with individual donors when the project is live!

[LINK: Email Beavertonschoice@beavertonEdFoundation.org with questions](mailto:Beavertonschoice@beavertonEdFoundation.org)



Step Four: Spread the word and start fundraising!

Share with your PTO, in your principal's newsletter, on ParentSquare, and on your personal social media! Your project may also be shared on BEF's social media and could be featured in our newsletter! Being active on Fundrazr and thanking donors also helps motivate new donors. If you have a project team, each individual can share to their network with their own endorsement.

[LINK: Tips on Sharing and Spreading the Word!](#)



Step Five: Get the funds and start your project!

Once you reach your goal, the real fun begins. BEF will deliver a check payable to your school so you may work with your administration to put the funds to use. BEF will send tax-donation letters to individual donors who supported your campaign.



Step Six: Share your success!

Donors will love to see the real impact of your project. Fill out our end-of-project survey and send a thank you note to your donors.

[LINK: Fill out the Beaverton's Choice Completion Report](#)

[LINK: Thank You Template](#)

If you have questions throughout the process, you can reference our FAQs or please don't hesitate to contact us at beavertonschoice@beavertonedfoundation.org!

Worksheet for Project Details

Here is a helpful worksheet with the information you'll need to gather to complete the application.

[LINK: Create a New Campaign](#)

[LINK: Manage Existing Campaign](#)

Your Name

District Email

Select your School or District Program

Grade level(s) of students benefiting from this project

Number of students directly participating in this project

Are any funds coming from the PTO?
Yes / No

What is the amount coming from the PTO?

Are any building funds committed?
Yes / No

What amount of building funds are committed?

Requested Amount

Total Cost

Proposed Start Date MM/DD/YY

Projected End Date MM/DD/YY

Cost Details

Please provide a cost breakdown of items.

Example:

1 set of headphones (\$15)

1 recording microphone (\$60)

72 chapter books (\$665)

Are you applying for a BEF Matching grant, up to \$2,500?

We are excited to support hands-on, student-engaged classroom experiences in every school in BSD!

Project Title

A good title can make your request stand out. Use something short and catchy.

Short Project Description

A short one-to three-sentence project summary. Think of this like an elevator pitch

Image Gallery (optional)

Per BSD policy, BEF does not use identifiable photos of BSD students. Unidentifiable photos of students (hands, backs, holding books to cover faces, etc.) are great! You can also use [this template](#) with "stickers" to cover students' faces. Some examples are below.

See the options on our [Student Image Sharing Guidelines](#) page.



Student Image Sharing Guidelines + Placeholder Images

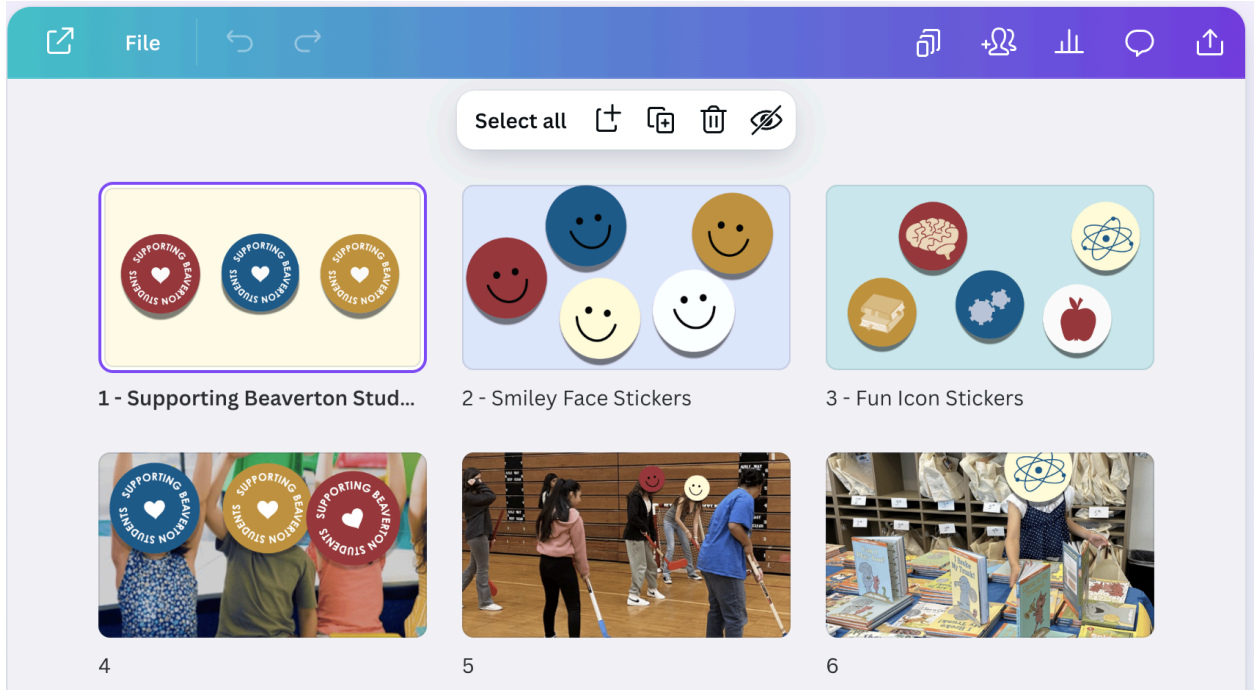
According to BSD policy, photos with identifiable faces of students are not allowed to be shared by third parties like the Beaverton Education Foundation.

We know that donors emotionally respond to photos of kids! So, we've developed a few tools to help with this challenge.

1. Take photos of students' hands or with obscured faces. For example:



2. Use a sticker to cover students' faces. We've developed a [template](#) to make it super easy!



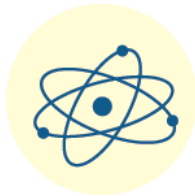
a. Supporting Beaverton Students Face Stickers



b. Smiley Face Stickers

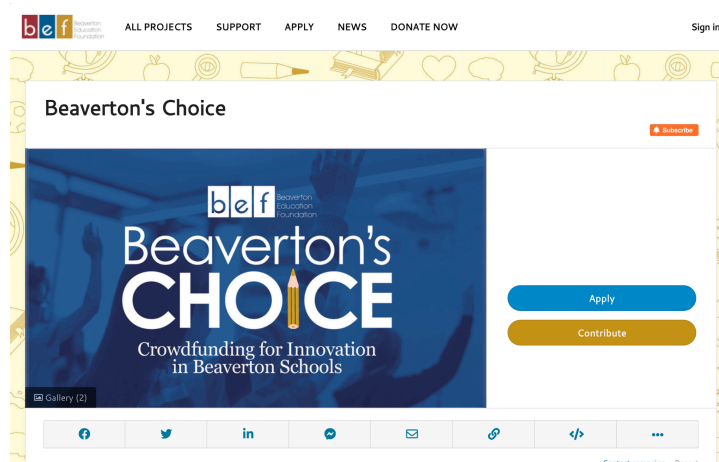


c. Fun Icon Stickers



d. [LINK: Placeholder Image Canva Template](#)

Tips on Sharing and Spreading the Word!



Fundrazr has built-in tools for crowdfunding.

Once your campaign is approved and live, share it to make it successful! Each campaign can be shared on Facebook, X, LinkedIn, Messenger, Email, or direct link with the toolbar on your campaign page. The sharing toolbar is below the gallery and "contribute" button.

If you are technology savvy and have access to your website code, you can also embed the Fundrazer on a webpage with the embed code.

Sharing Checklist

- Share your campaign with your principal and ask them to share in their school newsletter
- Share your campaign with your school's Parent Teacher Organization
- Share the campaign on ParentSquare with your community
- Share the campaign on your own personal social media. If you have multiple team members, you can share it with your own personal endorsement.
- When an individual makes a contribution, you will get notified. Please post a Thank You in your Activity Area!
- We will also publish it on our website, and it could be featured in our newsletter.

Thank You Template

Coming soon!

Frequently Asked Questions: BSD Staff

Q: What is BEF?

Founded in 1988, the Beaverton Education Foundation raises money to provide hands-on, innovative, academic enrichment and advancement programs & projects that go beyond normal school funding at all 54 Beaverton public schools and is a 501(c)(3) community-based nonprofit organization. BEF mobilizes community resources to fund innovative classroom, summer, and after-school programs. Our mission is to directly connect our community and classrooms to provide all Beaverton students access to the people, tools and experiences that expand the depth, breadth and relevance of their academic journey.

Q: What's the deadline to apply?

Beaverton's Choice is available year-round to help you crowdfund your innovative classroom project, although May 1 is a good target date to submit final applications for the school year. This will provide you time to gather donations, implement your project, and complete the post-project survey.

Q: Is there a limit to the number of projects that can be funded through Beaverton's Choice per school? I think our school has already done a project this year.

A: No, there is no limit per school or even per teacher. At BEF we evaluate each project on its own merits and alignment with our mission, and we encourage team and department collaborations!

Q: Why should I use Beaverton's Choice instead of other national platforms like Donors Choose?

1. Beaverton's Choice doesn't tack on additional fees or service charges. All money raised goes to your project.
2. With the support we have from local business partners, Beaverton's Choice can usually offer matching funds from the beginning allowing your project to fund quicker.
3. You also have a local BEF team who work with you to get your project to 'yes.'

Q: What if I'm not on social media?

That's ok! The most effective messages are through email, weekly updates, or newsletters to your students' families. You can ask the school to promote the project on their social media pages and your PTO to share on their platforms.

Q: What if I'm uncomfortable asking families for money?

We understand! Individuals and local businesses in our community want to support your efforts, and BEF makes this possible. Depending on the project and overall budget, many times matching funds are available that can be combined with PTO contributions to fund your project without having to rely on your students' families. That's why BEF works with you to place your project on a public platform that can be viewed by community members beyond your school network.

Q: Our school has a healthy PTO/PTC budget. Why should I pursue funding from BEF?

A: Part of BEF's mission is to support innovation and collaboration across the BSD community, providing a platform to share ideas and programs. Using Beaverton's Choice to help fund your project increases your opportunity for impact through project expansion (think team, school or even district-wide) and diversified funding.

Q: I'm super busy. I have a project that I need help funding, but I just don't have time to go through the process to apply. Help!

A: We will work with you to help complete the application and promote the project. Contact beavertonschoice@beavertonEDfoundation.org to get started.

Q: This seems too good to be true. What's the catch?

Beaverton's Choice is a crowdfunding site, so we want your project to go viral! We want the world to know Beaverton teachers and staff are going the extra mile for their students. That's why it is important that your project is shared widely.

Q: I'll be teaching some supplemental classes this summer in BSD. Can I request funding for a summer school project? Or is this just for the regular school year?

A: Summer program support is possible. Please contact beavertonschoice@beavertonEDfoundation.org to discuss how this works.

Q: Is it okay to request funding for the same project each year? If I have an amazing project that really benefits students, I'd like to do it each year.

A: Beaverton teachers are innovative, and that is what the Beaverton's Choice grants honor. If you develop a project or activity that really benefits students and want to repeat the activity each year, we suggest communicating with your principal to find a sustainable method for funding your project

Frequently Asked Questions: Community

Q: How does the BEF raise money?

A: BEF receives no public funds but relies on more than 2,500 tax-deductible contributions annually from individuals, local businesses, and BSD staff and families. Contributions come from business promotions, annual events, mailings, and through Beaverton's Choice crowdfunding projects on FundRazr and our BEF website.

Q: Where does the money go?

A: Funds donated to BEF pay for programs not mandated or funded by the state but ones our community and dedicated educators consider necessary for a quality education. State funding for education in Oregon is inadequate for many basic programs, insufficient to fund enrichment programs, and unavailable to underwrite innovative programs. The Foundation directly supports hands-on student programs; equipment and materials purchases, teacher stipends for student-engaged experiences, and helping offset transportation and facility fees.

Q: How is the BEF different from my child's school PTO?

A: BEF's mission is to support innovative, hands-on academic programs and projects that help students to reach their highest potential. BEF grants often fund pilot programs that are tested, proven and refined before being scaled up across multiple schools. Think of BEF as the start-up funding for innovative ideas. Through BEF's [Beaverton's Choice](#), an online crowdfunding resource, we can help staff in Beaverton's public schools fund their school or classroom projects. Beaverton's Choice is...

- Fast – projects usually fund in hours or days and typically receive matched funds, increasing impact.
- Collaborative – BEF, teachers and PTOs work together to leverage resources and FUND more while teachers are in control selecting the project and materials.
- Free and sharable – No fees, no extra \$ to raise – all money raised goes directly to the project. And, projects can be shared across your favorite social media platforms to fund faster!

Q: How can I give?

A: Make a tax-deductible donation – our schools rely on every member of our community to educate the next generation of leaders and concerned citizens. Your support makes that possible. Contributions can be made by check or credit card or by monthly or quarterly installments. Contributions to the Foundation are exempt from federal income tax under section 501(c)(3) as allowed by law and our Tax ID number is 94-3076723. You can use our secure website to make a donation now by clicking [here](#).

Q: Community Partnerships

A: The Beaverton Education Foundation's Community Partner Program invites you to join our growing network of local leaders to support quality public education – while encouraging thousands of parents, educators and other potential customers to support our local businesses.

[Learn more](#)

Q: How can I get more information?

A: Please contact us using the information below or connect with us on [Facebook](#) or [Instagram](#) to keep up-to-date on events, announcements and the latest happenings.