

## FAQs for Humble ISD Wishes: Be an Educators' Wish List Hero



### Q1: What is Wish List?

Wish List is an online platform to fund classroom needs. This is a service that the Humble ISD Education Foundation provides to campuses throughout the district.

### Q2: Why should I create a Wish List?

All Humble ISD teachers are encouraged to post an online wish list of classroom needs. Once a Wish List has been created, parents and community members can make donations through an online giving site administered by the Foundation. Wish List owners receive the funds via a deposit into their campus account. It is a tax deduction for donors and an opportunity for teachers to get the supplies needed for their classroom.

### Q3: Why would parents donate to a Wish List?

Making a donation towards a Wish List gives parents the opportunity to impact their child's classroom now. Supporting teachers in this manner is a win for both the donor and the teacher. Donations made to the Humble ISD Education Foundation are tax deductible to the extent allowed by law and allows teachers to purchase needed classroom supplies once the fundraising goal has been met.

### Q4: How do I thank my donors?

Donor stewardship is an integral part of the Wish List process. If donors are not genuinely appreciated, they are less likely to support another fundraising project. We recommend thanking donors (hand-written note preferred) within 48 hours of receiving the email that notifies you of a donation.

### Q5: How do I get ready to create a Wish List?

**The first step in the Wish List process is to visit with your principal or supervisor to ensure this project is in line with the campus goals.** Once you have gained campus approval, here are a few questions to consider before creating your page:

Question	Tips
What is the project's title?	Be creative and use this as an opportunity to encourage the community to read about your project.
What is my fundraising goal?	When setting your goal, please remember to research the true cost of the items you wish to purchase and that district purchasing rules apply. The dollar amount of your goal should be increased by 5% to allow for credit card transaction fees.
How does this project impact learning in the classroom?	It is important to share in the fundraising story how students will benefit from the project.

**Q6: I have my title, fundraising goal, and impact written – what is the next step?**

The next step is to obtain approval from your direct supervisor to post this need online. Once you have received approval, you are ready to create your Wish List.

**Q7: How do I create a Wish List?**

- Go to [humbleisdoundation.org](http://humbleisdoundation.org).
- Select “How We Help.”
- Select “Schools” and then select your campus.
- Click on the link in the last sentence, “Are you a teacher and want to create your wish list? Click here to get started.”
- On the crowdfunding page for your campus, click the box that says “Create my own fundraising page.”
- Register with your name and Humble ISD email address.
- Once you click submit, you will receive a pop up window stating that your page has been created.
- You will then receive an email from [cynthia.wilkinson@humbleisd.net](mailto:cynthia.wilkinson@humbleisd.net) with a unique link to personalize your crowdfunding page. **NOTE: Do not share the email with others, as it is your personal login to edit your page.**
- In the edit mode, you can add the details of your fundraising project, the project impact in the classroom, and update the photo. A video may also be added to your story.
- Please remember to write your username and password in a safe location for future access.
- When you set your fundraising goal, build in a 5% fee that is assessed on all credit card transactions. This fee is not from the Education Foundation, but from the company that processes online transactions. For example, if you need \$500 to purchase an item, your fundraising goal should be \$525.00 to offset the transaction fees ( $\$500 \times 5\% = \$25.00 + \$500 = \$525.00$ ).
- There is no maximum limit of how much to request, but remember, parents are motivated to donate if their child will be impacted this year by their donation. Make the goal realistic in terms of raising funds, purchasing items, and spending all the funds within the same school year.
- When selecting items to include in your fundraising budget, remember that the district’s purchasing policy must be followed. For example, you must use approved vendors and items such as gift cards cannot be requested. If you have questions about adhering to these purchasing guidelines, your bookkeeper can provide assistance.
- After the fundraising page is completed, forward the link to both your direct supervisor AND Cindy Wilkinson at [Cynthia.Wilkinson@humbleisd.net](mailto:Cynthia.Wilkinson@humbleisd.net) so that your page can be posted on the general wish list page for your campus. If you do not send the link to Cindy, your page will not be visible on your campus page.
- You will receive an email from Cindy once your wish list is posted.

**Q8: Now that I have a wish list created, how do I get donations?**

Once you have created your Wish List, it is important to promote your wish list to your students’ families. Here are a few ways you can promote this giving opportunity:

- 1) The best way to encourage donations is to create a Wish List that is compelling. Don't just list items you need but explain why they are needed and how these items will impact student learning and engagement. Give your potential donors enough information to excite them about the difference their donation will make.
- 2) Cut and paste the web address of your Wish List and include it in your email signature.
- 3) Print your Wish List and post on your classroom door for parents to see as they visit your classroom.
- 4) Post the link to your Wish List on Facebook and share your story.
- 5) Post the link to your Wish List on your classroom schoology page.
- 6) Ask your principal to promote all teacher Wish Lists from your school in an email communication to parents, as well as Back to School nights, Open House, Teacher Appreciation Week, etc.

#### **Q9: How are Donations Processed?**

Once a donation is made, the awarding teacher receives an immediate email notification from the online system. Donations made to Wish Lists are deposited into a district account once a month. If your school received Wish List donations during that month, an email from Jasmine Julia, the Resource Accountant for the Foundation, will be sent to the bookkeeper and awarding teacher once the deposit is made into the district account.

#### **Q10: What are the Wish List Spending Rules?**

- District purchasing rules apply to all funds received through Wish List donations. Therefore, you must use approved vendors and you cannot purchase gift cards.
- All Wish List funds should be spent in the year that they were received. Funds not expended by June 1<sup>st</sup> will be returned to the Foundation.
- The exception to this rule is when a Wish List is raising funds for a large item (such as an iPad) and the fundraising goal has not been met. If your project fits into this category, your Wish List can roll to the following year. Cindy Wilkinson should be notified prior to June 1<sup>st</sup> so the funds will remain accessible by the campus.

#### **Q11: Whom do I contact if I have questions?**

Please contact Cindy Wilkinson at (281) 641-8153 or email at [Cynthia.Wilkinson@humbleisd.net](mailto:Cynthia.Wilkinson@humbleisd.net).