

## Fundraising

MATHCOUNTS Coordinator Convention, Friday, October 25, 2013

Moderator: Lou DiGioia, CAE, MATHCOUNTS Executive Director

Coordinator Panelists:

- David Burkett, P.E., Texas State Committee Chair
- Eve Drucker, Manhattan Chapter Coordinator, NY
- Judson Wible, P.E., Mercer Chapter Coordinator, NJ

Topics discussed:

1. Soliciting individual donations
2. Soliciting corporate donations (both in-kind and monetary)
3. Writing grants
4. Solve-A-Thon and other information about online fundraising
5. Special events and other unique fundraising ideas

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### 1. SOLICITING INDIVIDUAL DONATIONS

- *Don't be afraid to ask individuals for money.* Although it can seem daunting at first, MATHCOUNTS is a worthy cause and no coordinator should feel uncomfortable asking individuals in the local community for support. Template letters for soliciting individual donations and also acknowledging donations received are available in the Coordinators Section of the MATHCOUNTS website. Look for Sample G1 and Sample H.

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### 2. SOLICITING CORPORATE DONATIONS (BOTH IN-KIND AND MONETARY)

- *A majority of coordinators at the Breakout Session reported that they receive corporate donations.*
- *Communication with the national office and coordinators is essential, given that some companies will only donate on a national scale and others will only donate locally.* Local opportunities are sent to specific states that are eligible. The national office will also start posting these opportunities on the MATHCOUNTS Coordinators group on LinkedIn. Coordinators are asked to contact Paula Hughes, MATHCOUNTS Director of Development (paula@mathcounts.org or (703) 299-9006, ext. 103) if they learn of opportunities from companies that will only donate at the national-level.
- *Remember that in-kind donations—such as t-shirts, awards, prizes, scholarships, catering or facility space—can be just as useful as monetary contributions. Ask local companies to sponsor your competition with products in addition to (or instead of) money.* Template letters for soliciting corporate funding, in-kind donations and facility space, as well as for acknowledging donations received, are available in the Coordinators Section of the MATHCOUNTS website. Look for Samples G2-G4 and Sample H.



POPULAR  
IDEA!

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### 3. WRITING GRANTS

- *Coordinators requested that the national office provide statistics/metrics, the story of MATHCOUNTS, talking points and a deck for coordinators to use when writing grants.* Some of these resources have already been posted to the Coordinators Section of the

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MATHCOUNTS website. Other resources will be posted on the MATHCOUNTS Coordinators group on LinkedIn.

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### 4. SOLVE-A-THON AND OTHER INFORMATION ABOUT ONLINE FUNDRAISING



**IMPORTANT!**

- *The MATHCOUNTS Solve-A-Thon is new fundraiser in which students solve math problems to fund their school's math program. It benefits teachers and Chapter Coordinators because money raised goes directly back to schools and to local Chapter Coordinators to run their competitions.* Teachers and students create fundraising pages, and then share these pages with friends, family and members of the local community to secure pledges and donations. Students then complete an online Problem Pack of 20 questions and receive money based on the number of attempted problems. MATHCOUNTS handles the distribution of prizes for students and money to the teachers and Chapter Coordinators. Learn more about Solve-A-Thon at [solveathon.mathcounts.org](http://solveathon.mathcounts.org).
- *In order to make the Solve-A-Thon work for their chapter, Chapter Coordinators should assist in promoting the program to the schools in their chapter and work with the national office to make sure money is allocated properly.* Every student that raises money in the Solve-A-Thon is raising money for his/her school's chapter (even if that school is not part of the Competition Series), so it's important that the national office know which schools are part of each chapter within a state, so that the money raised can be allocated fairly.
- *Chapter and state programs can receive donations through [www.mathcounts.org/donate](http://www.mathcounts.org/donate), or can have checks received at the national office designated for a specific chapter or state.* Be sure to have donors complete the comments section on the online donation page or indicate on their donation check that the donation should be restricted to a certain chapter or state.
- *Giving Tuesday ([givingtuesday.org](http://givingtuesday.org)) is an online fundraising campaign that MATHCOUNTS is participating in this year.* Coordinators can promote MATHCOUNTS' Giving Tuesday campaign and direct donors to restrict their donations to a certain state or chapter.



**IMPORTANT!**

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### 5. SPECIAL EVENTS AND OTHER UNIQUE FUNDRAISING IDEAS



**POPULAR  
IDEA!**

- *Consider hosting a special event—such as a golf tournament—to raise money for the local MATHCOUNTS program.* New Jersey had a lot of success with a golf fundraising tournament; this also helps generate some publicity for the local program. Other examples of unique events could be a Pi Day fundraising event or a holiday event.
- *When NSPE members make donations as part of their NSPE dues, they can add a donation to a specific chapter or state.* This can be a really easy way to bring in funding for your local program.