

# ULTIMATE FUNDRAISING GUIDE

## INCHY'S BOOKWORM VENDING MACHINE



*A guide for the grant-writers, crowd-funders, parent groups, and federal coordinators who are determined to make an Impact.*



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## INTRODUCTION

# Why Inchy?

The path to student success is paved with books. Inchy's Bookworm Vending Machine stands at the forefront of this journey, offering an unparalleled opportunity to harness funds for a literacy revolution in your school. Already trusted by over 8,000 schools and organizations, it's more than a vending machine—it's an educational tool.



## ADDRESSING LEARNING LOSS

Provides free and equitable access to a diverse selection of books. There is simply no better way to target reading skills improvement. Combating learning loss experienced during school closures or the dreaded "summer slide" is not easy but Inchy's Bookworm Vending Machine can make it fun.

## ENCOURAGING ENGAGEMENT

The novel approach of acquiring books from a vending machine can make reading a reward, rather than an assignment. Re-engage students who have become disinterested or disengaged from traditional learning methods due to the pandemic.

**"A fantastic way to build at-home libraries!"**

# Crowdfunding

## Step-By-Step Guide

Creating a crowdfunding campaign for a school to fundraise for Inchy's Bookworm Vending Machine can be an exciting and rewarding endeavor. Here's a step-by-step guide to help you get started:

1. **Define Your Goal and Budget:**
  - Contact us for a quote to determine the amount of money you need to raise.
  - Break down the budget to include the cost of the machine, books, maintenance, and any additional expenses. Download the cost calculator worksheet from [BookVending.com](http://BookVending.com) to help with this step.
2. **Research Crowdfunding Platforms:**
  - Choose a crowdfunding platform that aligns with your goals. Popular platforms include Kickstarter, Indiegogo, GoFundMe, & Donors Choose
  - Consider the fees associated with each platform and choose the one that best suits your needs.
3. **Create a Compelling Campaign Story:**
  - Write a compelling and engaging story about why your school needs a book vending machine.
  - Explain how the machine will benefit students, promote literacy, and enhance the learning environment.
  - Use photos, videos, and testimonials to make your campaign more personal and relatable.
4. **Set Clear and Achievable Rewards:**
  - Offer enticing rewards for different donation levels. For
    - example, donors could receive a personalized thank-you note, a mention on the school website, or even a plaque on the book vending machine.
    - Ensure that the rewards are feasible and align with your campaign's purpose.
5. **Create a Detailed Budget Breakdown:**
  - Clearly outline how the funds will be used. Break down the budget into categories such as the cost of the machine, books, installation, and ongoing maintenance.
  - Transparency helps build trust with potential donors.
6. **Design an Eye-Catching Campaign Page:**
  - Utilize photos from our design gallery to make your campaign page visually appealing.
  - Reference the Case Studies and Benefits pages on our website to describe the impact it will have, and why people should support it.
7. **Promote Your Campaign:**
  - Utilize social media and email newsletters. [Don't forget to tag us!](#)
  - Encourage supporters to share the campaign with their networks to expand your reach.
8. **Create a Marketing Plan:**
  - Develop a marketing plan outlining specific strategies to promote your campaign, including social media posts, email updates, and any events or activities to generate buzz.



**9. Engage with Your Community:**

- Actively engage with your community by responding to comments, thanking donors, and providing regular updates on the campaign's progress.
- Foster a sense of community around the fundraising effort.

**10. Monitor and Adjust:**

- Regularly monitor the campaign's performance and adjust your strategy as needed.
- Be prepared to provide updates and address any concerns that may arise.

**11. Express Gratitude:**

- Once the campaign is successful, express gratitude to all donors and supporters.
- Keep donors informed about the progress of the book vending machine implementation.



**By following these steps, you can create a compelling crowdfunding campaign that resonates with potential donors and successfully funds an Inchy's Bookworm Vending Machine for your school.**

**DONORS  
CHOOSE**

DonorsChoose.org

Teachers have found great success with using DonorChoose.org in order to fully fund their machine. Follow the steps below if this option is the best for you.

**Step by Step:**

- Get a formal quote created.
- Create a special project request on [DonorsChoose.org](https://www.donorschoose.org).
- Promote your project on social media.
- Wait for funding once your project is posted

## CHAPTER II

# ESSER

Elementary and Secondary Schools Emergency Relief Fund (ESSER) is a collaborative effort between State Educational Agencies (SEAs) and Local Educational Agencies (LEAs). Their mission is to combat the challenges facing schools after pandemic closures seriously stunted student learning.

The path to student success is paved with books. Inchy's Bookworm Vending Machine offers an unparalleled opportunity to harness ESSER funds for a literacy revolution in your school. The window for utilizing these funds is closing rapidly. **September 30, 2024 is the deadline to apply.** It's time to make a lasting impact on your students' educational futures.

## Strategic Utilization of ESSER Funds

ESSER funds are essential for students in need, including English language learners, students with disabilities, those from low-income families, diverse racial and ethnic backgrounds, kids in foster care, those without homes, and students in rural areas. Remarkably, these funds extend even to the acquisition of a book vending machine.

As for spending the funds, schools enjoy a plethora of options. From empowering teachers with professional development to endowing students with cutting-edge technology, the possibilities are diverse. Whether it's enhancing mental health support, facilitating tutoring, or fostering an enriched learning environment, schools can curate an impressive buffet of educational initiatives.

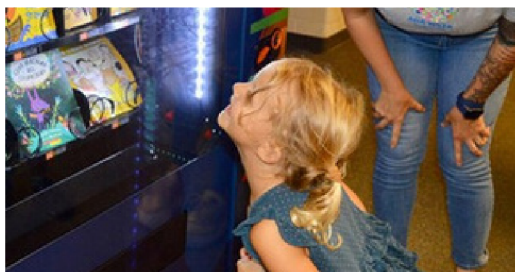
Remember, schools must adhere to federal regulations. Every expenditure needs meticulous documentation, showcasing the positive impact on students' lives.

## Act Swiftly

Seize the opportunity to optimize the ESSER funds before their expiration in **September 2024**. This is your moment to illuminate and establish classrooms that truly excel!

If ESSER funding does not align with your needs, explore the other offerings in the Funding section of [BookVending.com](https://www.BookVending.com). [BookVending.com](https://www.BookVending.com) takes pride in contributing to a cause beyond our individual endeavors. We are committed to utilizing our resources make a meaningful contribution to children's literacy.

Contact us today. Our Literacy Experts are standing by to assist you.



## ESSER Allowable Uses

As part of the federal stimulus laws passed by Congress, financial support is available to districts and schools through the **Elementary and Secondary School Emergency Relief (ESSER) funds**. These funds offer schools and districts the flexibility to address their critical areas of need as they support their students, educators, and families.

ALLOWABLE USES	ADDRESS LEARNING LOSS	SUPPORT HYBRID LEARNING	SUPPORT MENTAL HEALTH & WELLBEING
<b>Features/Use Cases 0</b>			
Promote Reading Behaviors 0	✓	✓	✓
Incentivize Attendance 0	✓	✓	✓
Put Free Books in Homes 0	✓	✓	✓
"Birthday Book" Program 0	✓	✓	✓
School-Wide Reading Culture Support 0	✓	✓	✓
PBIS Support 0	✓	✓	✓

\*You should consult with an appropriate administrator to confirm eligibility for ESSER funding.



CHAPTER III

# Grants

Writing a grant proposal for educational purposes is a multi-step process. The first and foremost step is to identify the institution from which you want to apply for the grant. Some institutions fund individual teachers and organizations, while others fund only one or the other. It is important to check the guidelines of the grant you are applying for. All states have a variety of grant opportunities available to schools for the purposes of promoting literacy or implement a PBIS, SEL, or DEI system.

## Grant Opportunities



### Details Matter

Funders expect grantees to have a plan, explaining Bookworm benefits for students.

**Good:** Ask for a book vending machine for your elementary school.

**Better:** Stating you need the vending machine for PBIS rewards

**Best:** The Book Vending Machine will improve reading comprehension throughout the student body as they prepare for middle and high school.

Funders don't just pay for a project; they also pay for innovation, ideas, and results.

Additionally, it is important to have a feasible project with a reasonable timeline (typically about a month to a year).

Promising that the whole student body will ace their standardized tests is not feasible.

However, stating that you wish to improve test score averages, behavioral shifts, attendance and participation is more realistic and measurable.

## Stay Updated

Keeping up-to-date with available grant programs is vital. There are multiple sites that offer education grants and info. If you need help finding and writing a grant proposal, we recommend checking out these resources.

- [American Grant Writers Association Inc](#)
- [Grant Professional Association](#)

We recommended checking if your community has any local grant programs available. Funders, who may have children in your classroom, could tip the scale in favor of your proposal. Including similar successful projects in your proposal is also helpful. For example, check out our [news stories](#) to see how often [grants for book vending machines](#) get approved!



## Team Efforts

You should be writing clearly. Follow style guides and ask colleagues to proofread the proposal.

These steps are the most important when it comes to writing a grant proposal for education. There are a few others, but these should help strengthen your case the most. Regardless of whether or not your grant proposal is accepted, you're trying to improve the students entrusted to your care, which is commendable and admirable!

You can [contact us](#) by filling out a form [here](#) to inquire about bringing a vending machine to your school. Stay up to date by visiting our [news](#) and [blog](#) page. When your grant proposal is accepted, there is a possibility we may feature your school in a post.

If you need help fundraising, fear not! We've helped thousands of schools make the reading dream a reality!





# Steps to Secure Funding From Educational Foundations

## 1. Research Potential Foundations:

Identify foundations and grants with missions that align with your project's goals, focusing on those that support literacy, educational innovation, community engagement, and equity.

## 2. Tailor Your Proposal:

Develop a detailed proposal that specifically addresses how the book vending machine meets the foundation's objectives. Include information on the expected impact, how the initiative will be implemented, and plans for measuring success.

## 3. Highlight Community Impact:

Emphasize the broader impact of the vending machine on the school community, including plans for involving parents, students, and local partners. Show how the project fosters a culture of reading and literacy beyond the classroom.

## 4. Demonstrate Sustainability:

Foundations often look for projects that have a sustainable impact. Outline how the book vending machine will continue to support literacy in the long term, including plans for replenishing books and maintaining engagement.

## 5. Submit Applications:

Apply to selected foundations, following their specific guidelines for proposal submission. Ensure your application is complete, professional, and submitted by the deadline.

## 6. Monitor and Report Progress:

If funded, implement the project as planned and keep detailed records of progress and outcomes. Regularly report these results back to the foundation, demonstrating the effectiveness and impact of the book vending machine on literacy goals.



CHAPTER IV

# PTO/PTA



STUDENTS WILL HAVE THE OPPORTUNITY TO EARN GOLD COINS THAT CAN BE REDEEMED FOR A FREE BOOK FROM THE MACHINE!

## WCS PTO 2023-2024 Fundraising Goal

This year the PTO is raising money to purchase a Book Vending Machine for the school. The cost of the machine is \$6,200.

WHAT ELSE DOES THE PTO RAISE MONEY FOR?

- Staff Appreciation
- Teacher Grants
- Playground Equipment
- Fun Events at the School

Thank you for your support!



**Top:** 2023Wheatland Center School, Burlington WI. PTO made fundraising progress chart

**Bottom:** 2023Wheatland Center School PTO Penny War Fundraiser flyer

Parent teacher organizations and associations (PTOs & PTAs) play a crucial role in supporting schools and students in a variety of ways. One such way is through fundraising efforts to support initiatives that benefit the student body. A book vending machine is a great way to encourage reading and literacy among children, and PTOs and PTAs can help make this a reality for their schools.

PTOs and PTAs can organize various other fundraising efforts to support the purchase and installation of a book vending machine. They can host book fairs, organize read-a-thons, and hold auctions or raffles, among other things. By getting creative and involving the entire school community, PTOs and PTAs can rally support and raise the necessary funds to provide their school with a book vending machine.

Overall, PTOs and PTAs are vital partners in ensuring that schools have the necessary resources to provide the best possible education for their students. By working together with the school administration, teachers, and parents, these organizations can make a meaningful impact and provide a lasting legacy of literacy and love for reading among children.



**1-2-3-4**  
we declare a  
**PENNY WAR**  
**OCTOBER 2-6**

Grades will compete against each other to gain the most points. Gain points by adding pennies and bills to your grade's jug & sabotage other grades by adding silver coins to their jugs! Collection jugs will be located in the Flex Space each morning from 7:30-8:20. (4k & 5k will also have collection jugs by their classrooms.)

**POINTS**

<b>Adding:</b>	<b>Subtracting:</b>
1 Penny = 1 Point	1 Nickel = -5 Points
1 Dollar Bill = 100 Points	1 Dime = -10 Points
5 Dollar Bill = 500 Points	1 Quarter = -25 Points
10 Dollar Bill = 1000 Points	1 Half Dollar = -50 Points

THE GRADE WITH THE MOST POINTS WINS A POPSICLE PARTY ON THE PLAYGROUND!

**SPONSORED BY THE WCS PTO • [wcs-ptd.wixsite.com/wcspto](http://wcs-ptd.wixsite.com/wcspto)**

# Steps To Engage Parent Groups

## PRESENT THE CONCEPT:

- AFTER YOU RECEIVE A QUOTE, INTRODUCE THE IDEA OF INCHEY'S BOOKWORM VENDING MACHINE AT A PTA/PTO MEETING
- HIGHLIGHT BENEFITS FOR LITERACY, COMMUNITY BUILDING, AND STUDENT ENGAGEMENT.
- USE VISUAL AIDS, TESTIMONIALS, OR RESEARCH TO UNDERSCORE THE POSITIVE IMPACT ON STUDENT LEARNING AND SCHOOL CULTURE.



## OUTLINE THE PLAN:

- PROVIDE A CLEAR PLAN FOR HOW THE VENDING MACHINE WILL BE IMPLEMENTED
- INCLUDE LOCATION, HOW BOOKS WILL BE SOURCED, AND IDEAS FOR INTEGRATING THE MACHINE INTO EXISTING SCHOOL INITIATIVES

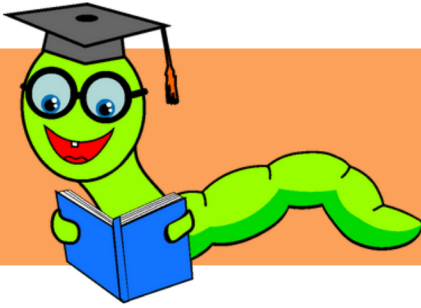
## MOBILIZE VOLUNTEERS:

PARENTS TO GET INVOLVED BY VOLUNTEERING FOR COMMITTEES SUCH AS:

- BOOK SELECTION
- FUNDRAISING
- AND EVENT PLANNING.

THIS INVOLVEMENT CAN HELP ENSURE THE PROJECT'S SUCCESS AND SUSTAINABILITY.





## ORGANIZE FUNDRAISING EFFORTS:

COLLABORATE WITH PARENT GROUPS TO ORGANIZE FUNDRAISING ACTIVITIES. IDEAS INCLUDE:

- BOOK FAIRS
- READ-A-THONS
- FAMILY LITERACY NIGHTS
- CROWDFUNDING CAMPAIGNS

IT IS ESSENTIAL TO INVOLVE THE WIDER COMMUNITY.



## RECOGNIZE CONTRIBUTIONS:

ACKNOWLEDGE THE CONTRIBUTIONS OF PARENT GROUPS, VOLUNTEERS, AND DONORS BY:

- THANK-YOU EVENTS
- CERTIFICATES
- PUBLIC ACKNOWLEDGMENTS DURING SCHOOL ASSEMBLIES AND NEWSLETTERS.

## MONITOR AND SHARE PROGRESS:

- KEEP PARENT GROUPS INFORMED ABOUT THE VENDING MACHINE'S USAGE AND IMPACT ON STUDENT READING HABITS AND LITERACY LEVELS.
- SHARE STORIES AND DATA THAT DEMONSTRATE THE PROJECT'S SUCCESS, REINFORCING THE VALUE OF THEIR INVESTMENT AND ENCOURAGING ONGOING SUPPORT.



CHAPTER V

# Title I

Our program aligns with Title I funding by specifically targeting and enhancing the educational outcomes for low-income students through innovative literacy initiatives.

By incentivizing reading and making books more accessible with Inchy's Bookworm Vending Machine, we directly support Title I goals of closing the achievement gap and promoting equal educational opportunities.

This program encourages positive behavior while getting kids excited about reading. It also equips schools with an effective tool to foster a culture of literacy, crucial for academic success and lifelong learning among underserved populations.

ALLOWABLE USES	ADDRESS LEARNING LOSS	SUPPORT HYBRID LEARNING	SUPPORT MENTAL HEALTH & WELLBEING
<b>Features/Use Cases 0</b>			
Promote Reading Behaviors 0	✓	✓	✓
Incentivize Attendance 0	✓	✓	✓
Put Free Books in Homes 0	✓	✓	✓
"Birthday Book" Program 0	✓	✓	✓
School-Wide Reading Culture Support 0	✓	✓	✓
PBIS Support 0	✓	✓	✓

\*\*You should consult with an appropriate administrator to confirm eligibility for ESSER funding.

# Aligning With Title I

## 1. Enhancing Educational Opportunities

**Objective Alignment:** Title I aims to provide all students with access to a high-quality education. Inchy's Bookworm Vending Machine can directly contribute to this by making books more accessible to students, particularly those who might not have extensive home libraries, thereby enhancing their educational opportunities outside of classroom instruction.

## 2. Supporting Academic Achievement

**Focus on Literacy:** Literacy is a foundational element of academic success across subjects. By incentivizing reading and making books readily available, the vending machine can help improve literacy rates, which is a direct pathway to boosting overall academic achievement among students served by Title I funds.

## 3. Engaging Parents and Families

**Parental Involvement:** Title I also emphasizes the importance of parental involvement in education. Schools can use Inchy's Bookworm Vending Machine as a tool to engage parents and families by involving them in reading initiatives, such as earning tokens for the vending machine through parental engagement activities, fostering a community-wide focus on literacy.

## 4. Addressing Educational Disparities

**Equity in Access:** Given Title I's focus on assisting schools with high numbers of children from low-income families, the book vending machine can serve as a means to address disparities in access to learning materials. By providing an equitable way for all students to obtain books, it supports the goal of ensuring that socio-economic status does not limit a child's access to quality educational resources.





# Utilizing Title I Funds

By thoughtfully integrating Inchy's Bookworm Vending Machine into their Title I programming, schools can leverage funds to enhance academic outcomes for students.

## 1. Assessment of Needs

Begin by assessing the literacy needs of your student population and identifying how the book vending machine can meet those needs, particularly for those at risk of not meeting state standards.

## 2. Plan Development

Develop a comprehensive plan that details how the vending machine will be integrated into the school's existing literacy programs and Title I goals. This should include strategies for using the machine to support targeted instruction and intervention for struggling readers.

## 3. Stakeholder Engagement

Engage stakeholders, including teachers, parents, and students, in planning and supporting the implementation of the vending machine. Their input can be invaluable in tailoring the program to meet the specific needs of your school community.

## 4. Funding Application

When applying for Title I funds, clearly articulate in your application how the book vending machine project aligns with Title I objectives. Highlight the expected outcomes, such as increased reading levels, improved academic performance, and enhanced engagement with parents and the community.

## 5. Implementation & Evaluation

Implement the project with clear benchmarks for success. Regularly evaluate its impact on student literacy and engagement, adjusting the program as necessary to ensure it effectively contributes to the goals outlined in your Title I plan.

## 6. Documentation and Reporting

Maintain detailed records of how Title I funds are used for the book vending machine, the number of students served, and the project's outcomes. This documentation will be critical for compliance with Title I reporting requirements and for demonstrating the project's impact to stakeholders.



CHAPTER VI

# Community Sponsorships



**BOYS & GIRLS CLUBS  
OF AMERICA**

Local company and foundation sponsorship is a fantastic way for businesses to give back to their neighboring schools and make a positive impact on the education of children in their community. One such initiative is the purchase or donation of money towards an Inchy Bookworm vending machine for schools. We have seen multiple large and small businesses donate funds toward the machine. Some organizations even donate the whole machine!

A wide range of businesses can participate in this type of community sponsorship, including gas and energy companies, banks and credit unions, insurance providers, car manufacturers, and medical/health organizations. By supporting education and literacy in their communities, these companies can build strong relationships with local schools and families, and create a positive reputation for their brand.

Community business sponsorship of Inchy Bookworm vending machines for schools is a great way for businesses to support education and promote literacy in their communities. Through these partnerships, schools can provide students with a unique tailored reward system that promotes reading while businesses can make a meaningful contribution to their local communities and build strong, positive relationships with their customers. Be sure to reach out to your local organization for donations.

# Corporate Sponsorships

## BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS

**1. Objective Alignment:** Corporate sponsors often focus their CSR efforts on projects that contribute to community development and engagement. Inchy's Bookworm Vending Machine offers a unique opportunity for corporations to invest in the educational well-being of their local communities by promoting literacy. By sponsoring a book vending machine, companies can visibly demonstrate their commitment to education, directly impacting local schools and students.

**2. Brand Enhancement:** Sponsoring innovative educational initiatives like Inchy's Bookworm Vending Machine can significantly enhance a company's image as a community-minded organization. Additionally, involving employees in the selection of books or organizing related volunteer events can foster a sense of pride and engagement among staff, furthering the company's CSR objectives.

**3. Equity and Access:** CSR programs often aim to address social inequities, making the book vending machine an ideal project for corporate sponsorship. It can be specifically designed to ensure students from diverse backgrounds have equal access to reading materials, aligning with corporate goals of promoting equity and inclusion within the community.

**4. Long-term Impact:** Corporations are increasingly interested in CSR projects that promise sustainable impacts. Schools can position Inchy's Bookworm Vending Machine as the foundation for ongoing partnerships with businesses, where corporations can continue to contribute books or resources, ensuring the project's longevity and reinforcing the company's long-term commitment to education.



# Securing Corporate Sponsorship



**Save the Children.**

**Identify Potential Sponsors:** Research local and national businesses with CSR initiatives that align with education, literacy, and community development. Prioritize companies with a history of investing in educational projects or those expressing interest in community engagement.

**Develop a Customized Proposal:** Tailor your proposal to each potential sponsor, highlighting how the book vending machine aligns with their CSR objectives. Emphasize the benefits for the company, including enhanced corporate image, employee engagement opportunities, and the impact on community development.

**Showcase Visibility Opportunities:** Offer sponsors visibility through signage on the vending machine, acknowledgment in school publications, and mentions during school events. Highlight how their contribution will be recognized and appreciated by the school and wider community.

**Outline the Impact and Sustainability:** Detail the expected outcomes of the project, including how it will improve literacy rates and foster a love of reading among students. Emphasize plans for sustaining the initiative over time, such as ongoing community events or book donation drives, showcasing the lasting impact of the sponsorship.

**Engage in Direct Outreach:** Contact potential sponsors directly through their CSR departments or community relations teams. Be prepared to present your proposal in person or via a well-organized presentation, demonstrating professionalism and a clear vision for the project.

**Foster Partnership and Collaboration:** Once a sponsorship is secured, work closely with the corporate sponsor to implement the project, ensuring they are involved and updated on the project's progress and impact. This collaborative approach can strengthen the relationship and encourage continued support.

# Schedule a Meeting Today!

Our literacy experts are ready to help!

Great job on taking the initial steps towards creating a better learning environment for your students while promoting literacy. We often hear success stories of educators who have received funding through various sources. We hoped this funding guide was helpful.

After you've explored each option and decided on which funding source / style is best for your school, give us a call. You may be surprised that getting funding isn't as difficult as it may seem.



[Schedule a Meeting Today!](#)

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