



FIRST® Fundraising Toolkit

Section 7 – Alternative Methods of Fundraising

Beyond contacting local organizations and running traditional fundraisers, *FIRST* teams can generate income by applying for grants and running crowdfunding campaigns.

Grants:

Grants are opportunities for teams to apply for funding to cover their expenses. Depending on the grant and the application process, teams may be required to submit for certain awards, provide feedback to the organization about the team, or submit a business plan as part of receiving the grant. These grant opportunities help teams create lasting relationships that may lead to the recruitment of mentors or quality outreach and networking events.

- Areas to search for grants:
 - Locally:
 - Banks
 - Education Foundations
 - School Corporations
 - Employer Matching Opportunities
 - State or Nationally:
 - Private Foundations
 - Large Corporations
 - Federal Funding (Examples from the United States):
 - Department of Education (DoE)
 - Department of Defense (DoD)
 - National Aeronautics and Space Administration (NASA)
 - National Oceanographic and Atmospheric Administration (NOAA)
 - National Science Foundation (NSF)
 - Department of Agriculture (USDA)
- Resources to identify grants:
 - <http://stemgrants.com/>
 - <http://www.stemfinity.com/STEM-Education-Grants>
 - <http://www.guidestar.org/rxg/about-us/index.aspx>
- Common information needed for grants:
 - Main contact information
 - Purpose of the project
 - Team budget
 - Program history
 - Demographic information
 - Impact and outreach numbers
 - Expected results
 - Note: If a team has created a [Fundraising](#) or [Business Plan](#), some of the information needed to apply for a grant has already been created for those documents.
- *FIRST* Grant Resources
 - Team Grants FAQ
 - <http://www.usfirst.org/roboticsprograms/team-grants-faq>

- Local *FIRST* Representative
 - <http://www.usfirst.org/regional-contacts>
- FRC Team Grants Page
 - <http://www.usfirst.org/roboticsprograms/frc/available-frc-grants>
- W-9 Re-Granting Policy and Procedure
 - <http://www.usfirst.org/roboticsprograms/frc/regranting-process-procedures-and-w-9>

Crowdfunding Campaigns

Crowdfunding is defined as, “Utilizing the power of the internet to fund projects and ideas with small contributions from many people” - Andrea Lo, Co-Founder and CEO of Piggybackr.com. There are many different crowdfunding websites that can be used to run a crowdfunding campaign. Each site has pros/cons depending upon team needs. Once a team has picked a crowdfunding website, they are able to set up their campaign and start marketing the fundraiser through word of mouth, email and social media. Depending on the site, money can be collected as the donations come in or when the campaign is fully funded and has closed.

Here are a few different examples of crowdfunding sites and *FIRST* team campaigns:

- [Piggybackr](#)
 - [Piggybackr Funding for Robotics Teams Blog Post](#)
 - Example Fundraiser with FRC 4787:
 - https://www.piggybackr.com/girls_computing/northside-robotics-frc-team-4787-frc-2013-2014-season-fundraiser
- [GoFundMe](#)
 - Example Fundraiser with FTC 4140:
 - <http://www.gofundme.com/fishintheboat>
- [Kickstarter](#)
 - Example Fundraiser with FRC 696:
 - <http://www.kickstarter.com/projects/796949972/team-696-first-robotics-clark-magnet-high-school?ref=live>
- [RocketHub](#)
 - Example Fundraiser with FRC 1675:
 - <http://www.rockethub.com/projects/23747-team-1675-is-going-to-championships>