



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 then make donations through an online giving 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 Should 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?

An important step to in the Wish List process is preparing for the project. Here are a few things to pull together and questions to review 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 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 – how do I create a wish list?

- Go to www.humbleisd.foundation.org and select Schools on the left.
- Select your campus
- Click on “Humble ISD Wishes: Be an Educators’ Wish List Hero”
- On the left of your schools wish list page, click on “Create a Wish List”
- Register with your GroupWise email address
- When creating your username, we recommend adding a year at the end so you will know which school year a Wish List correlates with. For example, JerriM2016.
- The Page address field will autofill with your name to create a unique username for your page
- 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).
- A minimum goal of \$50 must be set. There is no maximum, but remember, parents are motivated to donate if their child will be impacted by this donation this school year. So make the goal realistic in terms of raising funds, purchasing item, and using it all in the same school year.
- When you register, you can select to register as an individual (i.e., you are fundraising only for your classroom) or you can register as a team (i.e., the 4th Grade team creates a Wish List page to raise funds for the 4th Grade Field Trip).
- 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, you will then submit it for review. The Foundation and the campus principal will receive a notification that a page is pending approval.
- Once it is approved, you will receive an email stating that your wish list is now live on the website and you can begin promoting your wish list page to your parents, family, friends and community.

Q7: 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 to your Wish List is in creating 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 that they can get excited 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 webpage
- 6) Ask your principal to promote all teacher Wish Lists at your school in an email communication to parents, at Back to School nights, Open House, Teacher Appreciation Week, etc.

Q8: 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 Ashley Walker, Resource Accountant for the Foundation, will be sent to the bookkeeper and awarding teacher once the deposit is made into the district account.

Q9: 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 1st 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 then your Wish List can roll to the following year, but Ashley Walker should be notified prior to June 1st so the funds will remain accessible by the campus. Ashley Walker, the Foundation's Accountant, will send out an email at the end of the year with directions on notifying her which wish lists will roll forward.

Q10: I have a wish list already created. How do I get it ready for this school year?

As of June 15th, all wish list pages are deactivated for the current school year. Once you return to school in the fall, you are encouraged to create a new wish list.

Please look at the following three scenarios and see which apply to you in creating your wish list for the new school year:

- 1) My wish list from last year has deactivated but I have never received a donation on my page and I still work at the same campus.

ANSWER: Log into your wish list, update content and republish your page. We have found donors are more likely to donate if content reflects current school year needs and is not a request for a general donation. Please be as specific as you can in what you want to purchase and how it will benefit your students.

- 2) My wish list from last year received donations but I have not met my fundraising goal.

ANSWER: Follow the directions to create a new wish list to begin this year's fundraising effort. You may copy the content from last year's fundraising story from your old page to the new page while reflecting the revised fundraising goal to include donations received last year. For example, I created a wish list to raise \$100 for a set of microscopes. I received a donation of \$25. I will deactivate last year's wish list and create a new one with a fundraising goal of \$75. The Foundation office is happy to help you with this messaging, please contact Ashley Walker at (281) 641-8082 or by at Ashley.Walker@humbleisd.net if you would like assistance.

Q11: I created a wish list for this school year and although the year is not up yet, I have already met my fundraising goal and would like to create a new wish list for a new project.

ANSWER: Follow directions below to deactivate your current wish list and start a new one for this new project.

Below are the steps to deactivate your wish list:

- To make your Wish List page inactive, log into to your Wish List by going to www.humbleisdfoundation.org
- Select Schools tab on left
- Select your school
- Click "Humble ISD Wishes: Be An Educators' Wish list Hero"
- Select Log In on the left

- Under More Options on the far right, select “Your Account Status”
- Click “Deactivate” on top of screen
- You can now create a new Wish List by selecting “Create a Wish List” on the far left. Please review steps listed in Question 6 to create your wish list.

Q12: Whom do I contact if I have questions?

Please contact the Foundation office at (281) 641-8082 or email Ashley at Ashley.Walker@humbleisd.net and she will walk you through the next steps.