



DonorsChoose.org
Teachers ask. You choose.



New campaign supporting region's teachers and students

The Community Center for Education Results (CCER) is excited to announce a new partnership with DonorsChoose.org to mark the release of the 2014 Results Report. DonorsChoose.org is a website that allows everyday people to learn about and donate to classroom projects.

Starting Feb. 11 – the day the 2014 Results Report is released – CCER and DonorsChoose.org will launch a “Teacher Friends & Family” campaign to help teachers in the Road Map Project region of South Seattle and South King County advocate for their classroom requests.

Campaign Overview

- Starting Feb. 11, Road Map Project region teachers who post a project on DonorsChoose.org will be notified of a special code that automatically doubles donations made within the first week the project is posted.
- The campaign encourages teachers to reach out to friends, family, former colleagues, local businesses and other sources to rally support.
- Normally, the code is “SPARK”, and it has restrictions:
 - Only up to \$100 matched per donor
 - Teachers can only use SPARK on two projects per year
- But Road Map Project region teachers will have access to a more powerful code: **ROADMAP** (or **ROAD MAP**). With this code:
 - Donors can match up to \$500 per project
 - Teachers can use **ROADMAP** on any number of projects

Please help spread the word to educators! Email Kristin Johnson-Waggoner, CCER's communications manager, at kjohnson@ccedresults.org if you have questions.