Getting the Funding You Need to Deploy Mobile Technology

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LocknCharge...it just makes life easier.

Learn about:

> Costs of Mobile Device Deployments and the Mobile Device Landscape

> Methods of Obtaining Extra Technology Funding

> Benefits and Challenges to Each Method

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Mobile Device Deployment Funding

Understanding Costs of Deployments

It is important to understand the costs that surround a successful deployment. The first thing that must be understood is that regardless of whether you are looking to implement a 1:1 or a BYOD deployment there will be heavy upfront costs. In fact, 70-90% of deployment costs come from how you set up the infrastructure of your deployment. These costs include: devices, Wi-Fi or infrastructure enhancements, software, and charging carts or stations. There are ongoing costs as well. These include: software updates/licensing updates, damaged device replacements, ongoing staff training, and staff time spent managing fleet. These ongoing costs make up anywhere from 10-30% of your deployment cost.

It is because of these upfront costs that there are not more 1:1 deployments. While most schools are interested, they are unable to afford a 1:1 deployment because funding for education has not followed the rise in costs.

According to NEA Rankings and Estimates Report from March 2015, funding over the last 10 years has remained flat, while costs are rising. A report from US News and World Report states that 30 of the 47 states analyzed by the Center on Budget and Policy Priorities are providing less "per-pupil" funding for K-12 schools in the 2014-2015 school year than they did before the recession. In 14 of those states, funding had been cut by more than 10%.

Reduced budgets are not reducing the districts' needs to assure their students are equipped with the necessary skills. This means funding is a challenge they are forced to overcome. This whitepaper will provide information on how to gain more funds for your deployments through options you may not know are available.

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So What's a Person to Do?

While budget cuts and reductions in funding paint a grim picture, LocknCharge can offer hope. We see districts overcoming these challenges every day. Is it easy? No, not all the time. Can it be fun or easier than you expect? Yes!

In talking with schools, we have found that there are many ways to bring in extra funds. While some of these ways are similar, each school is doing it in their own, creative way that fits their school, staff, parents, and community. They are finding a way to secure the funding they need to cover devices, increase infrastructure, and purchase charging stations or carts through several expected, and some unexpected, sources.

We will cover each of these options and share real-life examples and details on how schools have gained funding through:

- **Bonds**

- **Grants**

- **Crowdsourcing**

- **Corporate Sponsorships**

- **PTA/PTO and Organization Funding**

Since 1999, LocknCharge, has helped schools across the world, large and small, assure over 1 million devices are secured, charged, and easily deployed.

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Historically, bonds have been a common way for schools to gain additional funding, through public vote, to allow them to take loans for funding these projects. While there are cautions from some experts on taking out bonds that are longer than the life of the assets they are purchasing, they can certainly be a way to fund mobile device deployments. Typically, a bond issue is a lump-sum amount that districts borrow through the sale of bonds. The taxpayers vote to approve the bond sale, and then pay off the loan with interest. Bonds require gaining community buy-in.

There have been many high-profile deployments, such as Coachella Valley Unified School District - which was the first in the nation to deploy a device for every student and teacher from K-12 - that went to the public to get the required $42 million to do so. The bond was used to cover everything from infrastructure enhancements to iPad devices, software, and charging carts to charge and secure their devices.

It was a monumental decision for Coachella to approach its voters with this bond, as 100% of the district's students qualify for free or reduced priced meals and 80% are classified as "low income".

The measure passed with 67% majority vote, thanks in part to the district's efforts to educate community members on the importance of digital learning. They were able to educate the community on the benefits of technology and the community overwhelmingly wanted to assure that their children had better opportunities than they did.

Overall, bonds have several benefits that can outweigh the challenges. Bonds can provide significant funds to a district to fully make the necessary purchases and upgrades for a deployment and they can patch a gap in obtaining public funds. However, they can take significant efforts from district officials to prepare a bond, get the community's backing, and gain the outcome you are looking for.

"The LocknCharge products really stood out for the heavy-duty security and the school-specific features within the design, like the Baskets," -Michelle Murphy

Executive Director of Technology Services, CTO Coachella Valley Unified School District

Benefits	Challenges
Provides the ability to get all of the funding needed for a deployment from one source	Community support required, must educate the community
Can be the only source of public funds available to the district	Depending on bond length, devices can be outdated by the time they are paid off
Often large dollar amounts associated with bonds	Time intensive

Mobile Device Deployment Funding

Grants

Grants are funding that government or foundation entities provide to an eligible organization so they can implement programs that are in line with the funder's agenda. Usually, grants fund salaries, fringe benefits, travel, equipment, supplies, contracts, and indirect costs. Often times grants are released and awarded in annual cycles, but if this money is to be used on a product you must design the grant proposal around them.

There are many benefits to pursuing grant funding for the purchase of products and services. When identifying and pursuing a grant, you first need to make sure the program you are applying for is something that you want to implement. Then, look at the historical funding trends of that program to make sure that you are a good fit. It will not be worth your time or effort to design a program that you are not interested in implementing just to purchase a product.

Federal and State grants provide awards over a million dollars every year and it's not uncommon for up to 30% of these funds to go toward the purchase of products and services. Funders are willing to give this money because the products and services that you are seeking to purchase align with the goals and objectives of the program.

If applying for a grant or building a grant program is something that you are interested in, looking for a grant writer may help.

"Federal and State grants provide over a million dollars a year and it's not uncommon for up to 30% of these funds to go toward the purchase of products."

LocknCharge has a wide variety of solutions that can fit almost any budget.

Benefits	Challenges
Access to historical analysis of funding trends	Can be very competitive to get grants
Large dollar amounts associated with receiving grants	You often have to present a long term timeline with what the money is going toward
Often work in annuals cycles allowing you to try again the following year	Creating your implementation program or project can be tedious
Cohesive cost benefit analysis	Time consuming application process

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Crowdsource Funding

Similar to popular crowdsourcing sites like Kickstarter and Indiegogo, over the past few years we have seen growth of teacher-based crowdsourcing sites like Adopt-A-Classroom and DonorsChoose. These platforms are free to use and crowdsourcing is a great option to raise smaller amounts of money to help acquire technology funds. The main problem that Adopt-A-Classroom and DonorsChoose help address is reducing the amount of personal money that teachers may use to buy materials for his or her classroom.

DonorsChoose is the largest crowdsourcing site in the education space having raised nearly $400 million for school projects since 2000. About 30% of these projects through DonorsChoose relate to technology, which is driven by the consistent growth of technology projects year-over-year. A few key takeaways in this space is that the average donation is roughly $58, the average project time to get fully funded is just short of a month, and the average goal for a project is around $700.

When you look at the benefits of using these platforms, one of the largest is ease-of-use. It is simple to set up your projects, simple to share, and simple to track how it is going. The other benefit is the ability to choose what is funded. This allows funds to align closer with the values and goals of funders, but means more time has to be spent making sure your class, school, and community are aware you are looking for their help. With time spent raising awareness, it could mean a longer wait time for your funding compared to alternate funding .

Overall, crowdsourcing is gaining momentum and popularity, making it a very viable option for teachers and schools to acquire the technology funds they need.

Benefits	Challenges
Established websites can make the process easy	Could take time to fully meet goals if you do not have full support
Choose what you want funded and more control over fund allocation	Must put in the time to market the fund to potential supporters within your community or district

Mobile Device Deployment Funding

Corporate Sponsorships

While corporate sponsorships are certainly untraditional, they are something that LocknCharge is starting to see in districts we are working with. Corporate sponsorships can potentially be controversial in some situations, having a private sector institution help fund a public institution for the purpose of acquiring something for the school. However, with the reduction of funds on the state level, and over half the states reducing the amount of money that is going toward education, schools have to get creative with ways to help raise money for technology in the classroom.

Over the past year we have seen everything from cell phone towers placed on school property to having products like the LocknCharge FUYL Cell wrapped with a company logo in return for offsetting the cost of purchasing the product. In addition to offsetting the cost, some have leveraged the sponsorships as a method of generating reoccurring income. Cell towers, have also been very effective for obtaining reocurring funds.

What makes corporate sponsorship so beneficial is that it is comparatively quick to initiate and receive funds. However, you do have to find a willing sponsor which involves taking the time to go out and spread your message to the community. It also includes working with local businesses and large businesses through any legalities that come with accepting these funds. A second benefit that comes with corporate sponsorship is the ability to hand select donors that had a positive experience with the district or whose belief's align with your goals.

Benefits	Challenges
Comparatively quick to initiate and receive funds	Must find a willing sponsor which could take some time
Ability to hand select donors that had positive experiences with district	Any costs associated with signage could reduce funds for deployment needs
Ability to promote the business on the assets they are helping purchase	

"We have seen everything from cell phone towers placed on school property to having products like the LocknCharge FUYL Cell wrapped with a company logo."

The FUYL Cell is designed to store, charge, and secure individual tablets, laptops, or Chromebooks.

![LocknCharge FUYL Cell]

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Mobile Device Deployment Funding
PTA/PTO or Organization Funding

A grassroots way for schools or classes to gain extra funds for technology is through PTA/PTO or organization funding. If you are a parent you may be familiar with the request to buy popcorn, wrapping paper, or other items. However, most people do not know that according to the National Association of Elementary School Principals, 94% of schools in the United States rely upon this type of fundraising to help pay for classroom equipment, technology, and supplies. This fundraising accounts for roughly 1.7 billion dollars a year that is raised on behalf of schools.

One story that stands out for us at LocknCharge was the opportunity to sponsor a local Madison primary school's fun run to help purchase classroom technology. They were able to gain a lot of buzz and support from the community and in the end raised $25,000. In order to gain the engagement of the student body, they had a reward system in place that would allow the students to duct tape their principal to the wall if the goal was achieved.

A lot of events or fundraisers come to fruition by working hand-in-hand with your PTO teams to answer these four questions:
- What is the desired amount to be raised/how much budget will be put into accomplishing this goal?
- How fast do you need to raise the money?
- What volunteer resources do you need?
- What type of event will reach the community?

An event like this is quick to initiate in comparison to grants or bonds, but you do have to put a lot of work into it if you want it to have maximum success. The upside of gaining funds from an effort like this, is the flexibility you have with the money. While it needs to go towards what the community has donated their money to, you are able to be more creative with your allocation. The largest downside is that any costs of the event will likely be deducted from your profits. Perhaps the greatest benefit, aside from gaining funds, is the opportunity to cultivate community buy-in and support.

Benefits	Challenges
Comparatively quick to initiate and receive funds	Efforts required for fundraising
Flexibility over what to fund	Any fundraiser costs deduct from profits for deployment needs
Cultivates involvement and buy-in from key district organizations	

About Us

LocknCharge is a company dedicated to the design, manufacture and functionality of the highest quality security, charging and transport solutions for mobile devices. Our vision is to be globally recognized as the most innovative and trusted brand in developing solutions for managing deployments of mobile technology. Our mission is to make life easier for organizations implementing mobile technology.

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