

Ithaca TSA Clubs Raise Over \$5,200 in Crowdfunding Campaign



With assistance from IthacaSTEM Advocates, the Ithaca High School and DeWitt Middle School, Technology Student Association (TSA) clubs employed a crowdfunding campaign that exceeded its goal in raising over \$5,200 to enable all members to compete at the national TSA conference in Washington, D.C., regardless of financial situation. The club members created a promotional video and spread the word about the campaign to family, friends and their extended social networks, attracting tax-deductible donations from local, regional and national sources. View the video [here](#) to see an example of both how to tell a compelling story and the quality of work students can create.

The campaign was a pilot project of IthacaSTEM Advocates, an affiliate of IPEI, that successfully showed that crowdfunding can be an effective fundraising tool for clubs and teams that need to raise money beyond what's possible with a bake sale or car wash.

IthacaSTEM Advocates is a volunteer-run, non-profit organization devoted to fostering the appreciation, knowledge, and application of science, technology, engineering, and mathematics (STEM) by encouraging involvement in STEM-related activities, clubs, teams, events, and classes in the Ithaca City School District. IthacaSTEM also raises funds to improve learning opportunities in STEM disciplines for all ICSD students, and work to facilitate collaboration among STEM-related groups in the Ithaca area. Find more information about IthacaSTEM [here](#).

