25-26 CPFA Parent Association Fundraising Planning

CPFA Mission Statement

In a community that nurtures emerging creative artists, the PALCS Center for Performing and Fine Arts (CPFA) inspires and fosters artistic growth, ethical responsibility, professionalism, and a purposeful life inspired by the arts.

Purpose & Desired Outcome of this Document

- **Purpose:** To start a conversation with school and department leaders about what priorities the CPFA Parent Association should focus fundraising activities on for the 2025–26 school year. We aim to collaborate on school-wide and department initiatives outside of the regular PALCS budget that support students, cater to each program's needs, and are manageable for parent volunteers.
- **Desired Outcome:** Have these goals identified by **Friday, October 10th,** so we can prioritize and share them with the full parent association to begin planning and coordinating efforts to meet—or ideally exceed 🎉—CPFA's 2025–26 fundraising goals.

📝 **A Quick Note on Funding Requests**
The Parent Association's fundraising efforts are meant to support initiatives that go beyond regular PALCS funding and department budgets. Think of this as ideas and priorities that "would be so awesome but aren't going to happen because it's outside of the operating budget." We don't have guaranteed funds yet for these requests because we are hoping to begin "with the end in mind". So your input will help us plan our fundraising and prioritize initiatives this year.

Our priority will be schoolwide initiatives and strengthening the General CPFA Fund, which serves all departments. From there, we'll do our best—with the resources, volunteers, and time we have—to also support department initiatives.

Since this is our first year using this framework, we aim to establish a strong foundation that we can build upon and improve together in future years.

🧠 25-26 Fundraising Goals: Brainstorming for CPFA Leadership

To build a simple and realistic fundraising plan for 2025–26, we'd like each department and school leadership to share priorities in two areas:

1. 🏫Schoolwide Goals

To begin, we'd like to gather 1-2 school-wide priorities that the Parent Association can help support in 2025–26. These are projects or initiatives that benefit *all CPFA students* across Theatre, Music, Art, and Dance

and will be supported by schoolwide fundraising efforts (ex, Annual Giving campaign, concessions, swag store, online campaigns).

Examples might include:

- Guest artists or masterclasses that serve multiple departments
- Upgrades to shared facilities or equipment (lighting, sound, gallery displays)
- Student experiences that involve more than one program (field trips, showcases, outreach)

🖊️ **Note**: If possible, please indicate whether your request is a low (<$100), medium ($100-500), or high ($500+) cost initiative. Exact numbers (although helpful) are not needed at this stage.

Please share your top priorities for <u>schoolwide</u> support ⬇️

Priority	Desired Outcome	Funding Needed By	How it Might Be Funded (**optional*)
CPFA Activity Fund	*Help offset costs for trips, showcases, or cross-department projects*	*As needed throughout the year*	**Possible dedicated campaigns or an agreed-upon portion of earned donations for the Parents Association**
Senior Scholarship Fund		Spring	**agreed-upon portion of earned donations for the Parents Association**

**optional — a few words to indicate a possible funding source*

2. Department Priorities 🎵🎭🎨🩰

Each department can identify 1–2 priorities (specific projects or enrichment needs) that the Parent Association may be able to support through fundraising this year. These are items that directly benefit your students and program and will be supported by Parent Association fundraising activities.

Some examples can include:

- **Theatre:** Costume pieces for a production, small set materials, guest artist workshop
- **Music:** Sectional coaching/masterclass, guest conductor, trip cost offset
- **Art:** Specialty supplies for a class project, display boards for student work, guest artist workshop
- **Dance:** Recital costume accessories, dance shoes, choreography workshop

🖊️ **Note:** For this first year, we encourage submitting smaller requests (under $1,000) and focusing on 2nd-semester priorities. Since we're already into the school year, this will help us plan and build our fundraising efforts before fulfilling requests, giving us the best chance to support them successfully as we create this new framework together.

👉 ***Reminder:*** *Please keep in mind that these supports are meant to be "extras" above and beyond your department's regular budget. Submitting a request doesn't guarantee immediate funding, but it helps us build a shared plan and work toward these priorities together.*

Please fill in your top priorities for your <u>department</u> (add rows as needed 😀) ⬇️

Department	Priority	Desired Outcome	Funding Needed By	How it Might Be Funded (*optional)
Your Input Here *Ex: Music*	*Ex: Choir Trip Offset (medium)*	*Ex: Lower student costs so all who want to attend can participate.*	*Ex: Insert date*	*Ex: Singing grams, bake sale, coffee fundraiser (business partnership)*

**optional — a few words to indicate a possible funding source*

🤔What about ideas that come up mid-year?

We know not every idea can be predicted in advance. To keep things flexible:

- As a Parent Association, we have set an ambitious goal this year to grow the CPFA General Fund so it can serve as a "safety net" for smaller or unexpected department needs (fingers crossed!).
- If a new request comes up, the department head can submit it to the Parent Association via the department liaison.
- The PA will review requests and make decisions collaboratively, ensuring transparency and fairness.
- While we'll do our best to support these mid-year ideas, fulfillment depends on available funds and volunteer capacity — so not every request can be guaranteed.

☑️Next Steps

We know there will be lots of wonderful ideas, and probably more than we can do in just one year. That's a good thing—it means we have a strong list to pull from! Together with CPFA leadership, we'll look at all the suggestions and choose a mix of schoolwide and department goals that feel doable, make the biggest difference for students, and fit within what the Parents Association can realistically support. Anything we don't get to this year can stay on the list for future years or be revisited if new opportunities pop up.

- Please fill in the desired priorities for school-wide and department priorities by **Friday, October 10th**.
- We will use this input in partnership with Dr. D and the CPFA PA Exec Board to finalize the **25-26 fundraising initiatives** and start planning and hosting fundraising activities that directly support these priorities and aim to maximize parent and community participation 💪.

Thanks so much for sharing your ideas! Your team's input and your energy in partnering with the Parent Association will be key to hitting our ambitious goals for the General CPFA Fund and ensuring every student continues to have amazing opportunities to thrive across both schoolwide and department programs at CPFA! 🎉

If you have any questions or want to chat about ideas, please reach out anytime at jenniferbaselice@gmail.com and cc: cpfaparentsassociation@gmail.com

Parent Association Participation & Annual Giving Idea

I'd also like to start a conversation about how families participate in the Parent Association. One idea is to eliminate mandatory parent dues, so any family who wants to be involved can join freely.

To support the Parent Association and the arts programs without mandatory dues, we could introduce a voluntary annual giving program called Friends of CPFA, with two levels:

- **Friend Level:** For families who want to give a smaller, flexible amount. Perks could include recognition in playbills or newsletters, early access to tickets, or a small keepsake.

- **Patron Level:** For families (or local businesses) who want to give a higher amount. Perks could include a signed cast photo or student artwork print, priority seating at one performance, and a small annual keepsake.

This program could provide a way for families, friends, and supporters to support the school and arts programs in a meaningful way, while keeping participation open and inclusive.

💡 **I'd love your feedback on whether this feels like a good approach, and any thoughts on perks or suggested levels for each tier – feel free to review my draft write-up** **on the next page (scroll down)** **for the program and share your thoughts.**

This is just a starting draft meant to spark discussion and collaboration. It's not final, and input + ideas are welcome!

🎁Voluntary Annual Giving Program for CPFA

Name ideas:
Encore & Easel Society
CPFA Artistry Circle
Palette & Stage Society
Friends of CPFA

Program Goal
The [Friends of CPFA] program was created to strengthen and sustain the artistic experiences of every student at the Center for Performing and Fine Arts. By building a community of supporters, we can provide resources that enhance performances, exhibitions, and creative opportunities across all disciplines.

Why This Matters
CPFA relies on the generosity and involvement of our families and community to exceed what's possible through traditional funding. Every dollar raised directly supports student artists—whether on stage, in the studio, or behind the scenes—helping them access materials, equipment, and experiences that fuel their artistic growth. Funds raised through this program will primarily support **schoolwide initiatives**. Department-specific needs will continue to be supported through separate initiatives led with department liaisons.

How It Aligns with Our Mission
At CPFA, we nurture emerging creative artists and inspire purposeful lives through the arts. The [Friends of CPFA] program allows families and community members to play an active role in this mission. By joining, you're not only supporting performances and productions, you're fostering professionalism, ethical responsibility, and artistic development for the next generation of creators.

Level	Annual Contribution	Program Perks
Friend	Give what you can up to $50	• Program magnet & sticker • Collective thank-you in programs/newsletters

Patron	$50-$100	• All Friend level perks plus:
		  ○ **One free concession item per show** (with Patron card)
		  ○ CPFA Patron Tote Bag
		  ○ Recognition by name in program/newsletter

Advocate	$250-499	• All Patron perks plus:
		  ○ Choice of a **signed cast photo** *or* **student artwork print**
		  ○ **Reserved priority seating** (for *one* performance per year)
		  ○ Annual CPFA Art Print*

Corporate & Community Partner	$500+	• All Advocate perks plus:
		  ○ Full page ad in performance playbills
		  ○ Option to sponsor a show, gallery, or workshop

- **Friend = entry/belonging/community**
- **Patron = belonging + perks (magnet + concessions)**
- **Advocate = VIP (art print + adv seating)**
- **Corporate = partner-level visibility.**

🎨 **Art Print idea:**

1. **Creates a sense of collectibility** – Advocates can look forward to a new piece each year.
2. **Highlights student work across disciplines** – Can rotate between visual arts, photography, or even theater poster designs.
3. **Keeps the perk fresh** – Advocates won't feel like they're getting the same thing year after year.
4. **Easy to plan** – Pick 1–2 standout pieces from the year's student work and print a small run.
5. Could **feature a theme each year** tied to the school's productions, art shows, or arts curriculum.

6. Include a **“edition” label** on the back of the print so it feels exclusive.