

Brown International PTA Vice President – Fundraising (VP or Co-VP) – Position Description

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Help Shape What's Possible at Brown – Serve as Vice President of Fundraising

Do you care about building a strong, inclusive school community? Want to directly support students' experiences — from IB programming and Spanish instruction to field trips and community events?

As Vice President of Fundraising, you help ensure our school has the resources to thrive.

Here's the best part: this role is flexible. You can:

- Serve as VP or Co-VP
- Own one major campaign
- Bring a friend and split responsibilities
- Take full ownership of a specific area (like lead one of the direct giving campaigns)
- Help shape the role around your strengths and availability

This is a team effort — you'll work alongside a supportive Executive Board and engaged volunteers.

What This Role Oversees

Fundraising leadership guides three main areas. You can lead one, two, or help coordinate them all:

1. Direct Giving Campaigns

- *Everybody In* (Fall)
- *Readathon* (Winter)
- Together, these raise \$130,000+ to fund core programming like Spanish (K–5), IB resources, and field trips.

2. Corporate Sponsorships

- Build relationships with local businesses
- Raise ~\$35,000+ to fund free community events like Movie Night, International Festival, and Fun Run

3. Community & Passive Fundraising

- Lead Dine Outs and affinity programs
- Generate \$6,000+ to support teacher appreciation, family assistance, and school partnerships

No prior fundraising experience required. Energy, relational skills, and a willingness to connect with people matter most. You don't have to do everything — just bring your strengths, your ideas, and maybe even a friend.

Key Responsibilities

- Help create and lead the annual fundraising plan
- Set clear fundraising goals aligned with the PTA budget
- Provide simple progress updates to the board and community
- Lead and/or support a combination of:
 - **Everybody In** (Sept–Oct), our largest fundraiser
 - **Readathon** (Feb–Mar), our family and friends focused fundraiser
 - Build relationships with local business sponsors
 - Coordinate Dine Outs and other easy fundraising opportunities
- Bring forward and explore new fundraising ideas that align with your interests, creativity, and available time
- Recruit volunteers to support fundraising efforts
- Collaborate with Communications and IT for consistent messaging
- Attend monthly PTA and Executive Board meetings (2–3 hours per month)

Estimated Time Commitment

Approximately **5–10 hours per month** during typical months.

During peak fundraising windows (September–October and February–March), time may increase to **10–20 hours per month** depending on campaign needs. This role has predictable busy seasons, balanced by lighter months focused on planning and stewardship.

Term

Ideally, this is a **two-year commitment (2026–2028 school years)** to provide continuity across fundraising efforts.

Learn More

This role is a powerful way to influence the direction and sustainability of our school community. You'll be supported by an experienced co-chair, strong systems, and a collaborative executive board.

Interested or want to learn more? Contact Corinne Harder at fundraising@brownpta.org.