

PAC101 - Fundraising

Chair: Janet

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- Marketing is a big part of fundraising. Seek out parent volunteers who have strength in marketing and/or planning.
- Read the room at your meetings. Take note of your school community's demographic needs. This will allow you to better find fundraising that will appeal to your school families.
- It is important to be transparent. Explain in detail what and why you are fundraising and how you plan to disperse the funds raised. Lay out a fundraising schedule for the year. It is recommended to plan a year ahead.
- When planning, factor in donor fatigue and merchant fatigue as they are hit by many local non-for-profits for donations. Also consider volunteer fatigue, you need to make sure you have enough volunteers to help for your event.
- When planning for fundraisers for the year, keep in mind donor fatigue. When there are too many fundraisers too close together you risk lower participation from families.
- Value Added events have proven to be very successful. Examples are - hot lunches, pizza day, freezie days. Hot lunches help families contribute to a fundraiser and benefit from having to not pack lunch or snacks for their kids. It is also usually a small manageable cost for families.
- A recommended fundraising goal is 25% net return.
- Work closely with your Administration. You will need their help in sending out notices. Also factor in school events and holidays into your fundraising schedule. For example, - pizza day when there are class field trips will mean ordering less and lower profit. Or coordinate food for Sports Day, Candy-gram for Valentines, Freezie sales for the last day of school, etc.
- One method of fundraising is asking for direct fundraising early in the school year. This direct fundraising is appealing for some families because they have the option on whether or not they want to participate in events throughout the year, it is also tax deductible. This fundraising is done with the support of school Administration. PAC drafts the request and Administration sends them out directly to the families.
- Munch a Lunch is a program most of the schools use. They are an online program that is an online payment portal, this does away with cash transactions. The program also keeps track of data that can give insight to what events are successful and which one shows low participation. Helpful for reviewing what to continue the next year and what to modify. Munch a Lunch does charge a service fee (estimated: \$0.25 per transaction) and needs to be factor into your annual fundraising budget.
- Thank You Letters - It is important that the Fundraising Committee send out Thank You letters to any merchant that help with their fundraising events. It ensures a continued relationship and it is proper etiquette. Ideas for letters is to provide an update on the success of the fundraiser and maybe have children help with writing Thank You notes.
- A way to ensure success in your fundraising event is to involve students. This helps foster community pride in students and they are the best promoters to their families. Any

event that provides added value to the student directly is often something families will partake in. Example: Read-a-thons, Candy-gram or pizza days.

- Examples of Fundraiser Events:
 - Hot Lunch - once a week or once a year. The decision is yours and based on volunteer support. Often food services drop off orders and volunteers are needed to sort and deliver to classrooms. Families can participate as often as they like or how ever much they want. Menu or food service provider is sourced and decided on by the Fundraising group. Some schools have added extra items like chocolate milk that they purchase themselves as an option to buy. Adding items to the order is an option and great opportunity to round out lunches or just offer snacks for families who don't need a full lunch. It was also suggested you can even offer an option to round up your total as an extra contribution.
 - Babysitting Training Courses - PAC book instructor and then charge a fee for registration. The remaining funds after covering basic course fees go toward Fundraising.
 - Holiday Helper, Purdy's and DFS Services are examples of good fundraising companies. Factor in percent of return in your decision making and how much effort is required on the PAC end, like sorting and delivery of orders.
 - Raffles - another popular fundraiser. Seek out donations from your community like local merchants or families.
 - Sponsors - Local merchants are popular contributors to raffles or as fundraising partners. Some merchants will donate items or services for raffles. Some will partner for long term donation where they will contribute a percentage of purchase back to the school (Example: Cobbs Bread or Recycling Depo). Keep in mind that merchants are approached early in the year so don't approach them a month before your event. They may have already committed to another school or association and are unable to help with your event.
 - Direct Fundraising - letter to families early in the school year giving them the choice of making a lump sum contribution. There are many sample letters online that can be used. Work with Administration to make sure letters get out to all the families.
 - Grants - there are many grants available to schools. Find someone in your volunteer group or school who can help research grant options.
 - Read-A-Thon is a fun family fundraiser that also helps encourage child participation.