



Here's an idea....

How Heritage Elementary PTA
keeps 100% of funds raised!

Home Grown Fundraising—Our Journey

- Why did we move this direction?
 - Selling cookies doesn't match the CATCH curriculum
 - Fundraising companies take a huge percentage of funds raised
 - Our community doesn't raise enough each year to make the profit/loss worthwhile
 - We are already counting and organizing, why pay them to deliver?
 - If they can do it, we can do it!

Home Grown Fundraising—Our Journey

- It all began with a dream. Instead of listing all the reasons we couldn't do it, we listed all of the reasons we could.
 - Work with a partner and write down your pros and cons about why you would or would not invest the time to “do it yourself”.
 - Share with the group your top pro/top con.

Home Grown Fundraising—Our Journey

- We dreamed, and believed, and made a plan.
 - Biggest obstacles we weren't used to handling:
 - Corporate sponsors—they cover the costs, all parent donations are PROFIT!
 - Prize Patrol!
 - Daily counting instead of turn in day counting

Home Grown Fundraising—Our Journey

- Our H3K timeline
 - Figure out cost of event and prizes—this lets you know how much you need in sponsorships
 - Letter to local businesses seeking sponsorships
 - Actively seek sponsorships/partnerships
- With a partner, list potential local businesses you think could sponsor your school's home grown fundraiser....time to brainstorm!

Home Grown Fundraising—Our Journey

- Prize patrol
 - Daily dollar amount incentives
 - Big ticket items
 - Grand prizes
 - Limo lunch
 - Prize delivery plan
 - Counting plan
- Brainstorm with a different partner...what could you offer students as incentives in your school?

Home Grown Fundraising—Our Journey

- Timeline for parents:
 - Pep rally assembly
 - Notifying parents at Open House
 - Sending envelopes home
 - Deadlines for prizes
 - Deadlines for donations
 - Online options

Home Grown Fundraising—Our Journey

- Once it is planned and begun, now what?
 - Counting
 - Prizes
 - Running totals for classrooms
 - Running totals for large prizes
 - Planning the event day

Home Grown Fundraising—Our Journey

- The big event! How we pulled it off!
 - Measuring the course
 - Cones and chalk
 - Finish line
 - DJ
 - Schedule
 - Water
 - Color—this was a new edition!

Home Grown Fundraising—Our Journey

- The final countdown!
 - Day of the event
 - Closing assembly and prize announcements
 - Scheduling limo lunch
- What came next?
 - Thank you to sponsors
 - Notify parents of success
 - Community event

Home Grown Fundraising—Our Journey

- Community fun run
 - Additional information needed
 - Cooperation with city and police
 - Food and music
 - Bibs
 - Color

Home Grown Fundraising—Our Journey

- Throughout the school year we hold several “mini” home grown fundraisers. Examples include:
 - Clemson/Carolina Week
 - Valentine’s sales and social
 - Santa Shop
 - Movie Night/Family Fun Night
 - Parent’s night out
 - Silent Auction
 - Dodgeball Tournament
 - BBQ dinner night
 - Mother’s Day boutique
 - Pennies for Pumpkins

Home Grown Fundraising—Our Journey

- Look back at your pros/cons lists. Look also at your prize and business partnership ideas. You are already on your way to planning a home grown fundraiser!
- Be inspired...you too can make this happen at your school!
- Questions?

Handouts for your review

- Letters and Forms
- Prize List
- Money Envelope