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

- [Links]
  - Letters and Forms
  - Prize List
  - Money Envelope