



Fundraising 101 for Governing Boards

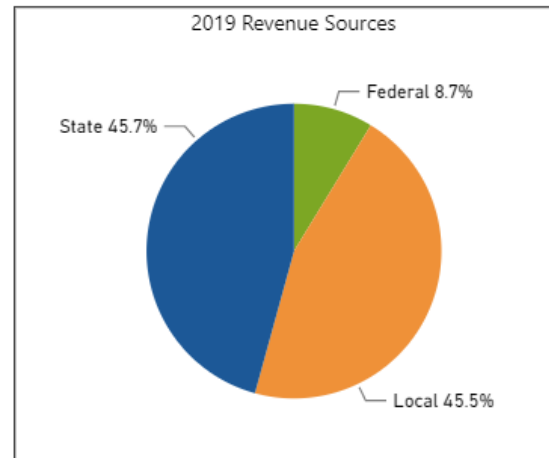
Michele Neely, President, State Charter Schools Foundation

The Need to Raise Funds

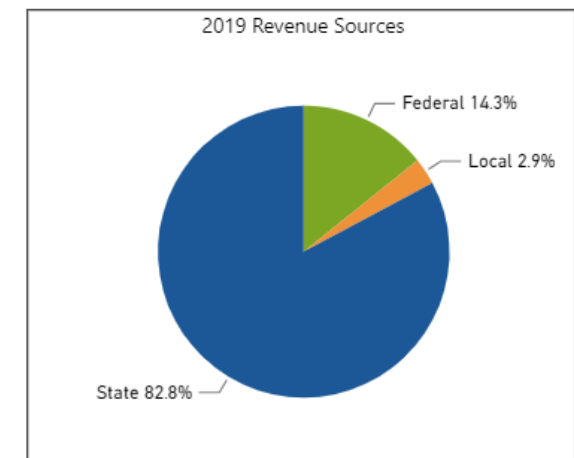
Understand your revenue & unmet needs.

1. State Funding = QBE (per pupil funding) + Charter School Supplement + State Grants
2. Federal Funding = Title grants + IDEA (Special Ed) + Nutrition + Facility Grant + CSP Grant + ESSER funds
3. Local Funding = \$0

Aggregate for all GA Schools



Typical Title I State Charter School



Total government funding is typically lower than other public schools, and operations expenses are usually much higher.

Don't Be Afraid



Fundraising doesn't have to be scary.

- **Change your mindset.**
 - People have a need to give. Make it meaningful.
- **Set realistic goals.**
- **Don't count on grants.**
 - Grants are for specific projects, priorities, and programs.
 - Many grants are not available to individual schools.
- **The board should lead fundraising until/unless a staff member can be hired. School leadership needs to run the school.**
- **Think about who controls the funds raised (examine the relationship with your PTO).**

MY DAUGHTER WANTS TO BE REALLY SCARY THIS HALLOWEEN SO INSTEAD OF A COSTUME SHE IS GOING TO CARRY A SCHOOL FUNDRAISING PACKET TO EVERY DOOR.

@SIMONCHOLLAND

Tell Your Story

Show your unique educational model & community.

- What makes your school different?
- Why is it important?
- A picture tells 1,000 words. Consistent branding helps.
- Your website, social media accounts, and newsletter are your best assets.
 - Why you need donations
 - What kind of donations you need
 - How people can donate

The #1 reason people give is because they are asked.

School Examples



 **Resurgence Hall Charter School**
December 3 at 3:15 PM · 🌐

Thank you for all your support. We are off to an excellent start! Let's keep spreading the word and let's keep giving.

#Resurgencehall #RHCS #RHway #Charterschools



\$5,810 raised of \$30,000 goal



ANNUAL GIVING CAMPAIGN

[Donate Now](#)



Ivy Prep Academy @IvyPrepSchools · Nov 30


Our Pearl Girls are ready to take on the world! Invest in a future where girls lead positive global change, starting with [#IvyPrepATL](#).

If you believe in the power of girls, donate to Ivy Prep today on our website at ivyprepschool.org/support



2:11 4 views



 **International Charter School of Atlanta**
December 1 at 11:05 AM · 🌐



It is with great excitement we announce that our \$100,000 Fall Giving Campaign goal, for the first time ever, has been met! We are immensely grateful for your support.



Make a Plan

Consider your school's needs & most likely donors.

- Oprah probably will not give you money. Please don't ask your school leader to call Bill Gates. Be wary of anyone with a "celebrity connection."
- Your donors are already in the carpool line. Think about parent "influencers."
- Local businesses who want your families to be customers are also great donors.
- Create a "culture of giving" that starts with students.
- Compare effort to possible reward.





Select a Fundraising Focus

Understand different fundraising strategies.

- Annual Fund – This is the most effective, ongoing fundraising approach for schools.
 - Ask families & others to give a one-time or recurring donation.
 - Give it a name & logo. Offer incentives for donors. *(This is our focus today.)*
- Special Events – Everyone wants to hold a gala or golf tournament, but beware!
 - Events are costly & require significant time commitments.
 - They can take years to become profitable. *(We will cover events in a separate training!)*
- Capital Campaign – These campaigns are for one-time facility or program expenses.
 - Start with an annual campaign & establish your culture of giving.
 - Consider hiring a fundraising professional. *(The SCSF can connect you with a consultant.)*

Co-branded Fundraising



Think carefully about “spirit night” fundraisers.

- MANY businesses will offer “spirit nights.” Most do not bring you much \$. Look at the percentages & requirements before you give them free advertising & customers!
- Look for those who give a percentage of ALL sales for that time period and/or give free products to the school.
- Scholastic book fairs are a win-win for schools. They promote reading & provide the school with credit for products or cash.

Send home flyers, post on social, give stickers to students during dismissal.



Co-branded Fundraising

Is “old-school” school fundraising right for you?

- Product sales can be very challenging.
 - People are no longer willing to buy overpriced products they don't need.
 - Disenfranchises many families.
 - Requires a lot of coordination.
 - Usually reduces the amount of \$ you can raise.
- EXCEPTION: If you can create a partnership with a local business and/or find something that ties to your school model, product sales can be effective.

Consider effort for the profit.



Cookie
dough
from the
grocery store



A \$50
bucket of cookie
dough? Yes!

Creative Product Sales

 **Baconton Community Charter School**
November 19 at 7:51 AM · 🌐

Please help support our Blazer Blue Robotics program by ordering your 2021 custom laser etched / cut ornament for the 2021 Holiday Season. Please see Emilee Phillips or Alex Curles for more information.



\$25.00 for 4 custom Christmas ornaments


Designed and produced by Blazer Robotics

Ornaments will be delivered in mid-December

Thank you for your support, and Happy Holidays!

✂ Please fill out the information, cut off, and turn in to your homeroom teacher with your payment.
.....

Student Name: _____ Grade: _____ Homeroom: _____
Parent Name: _____ Phone #: _____
Parent Email: _____

 **Baconton Community Charter School**
September 8 · 🌐

Are you looking for MUMS again this fall?!

BCCS FFA has you covered!

You can choose from yellow, burgundy, orange, or white.... [See more](#)



Creative Product Sales



MENU

Search

BONFIRE

Maru

Cart

Manage and edit this campaign in your [dashboard](#).

SHARE



Innovate Public Education Shirt

Spread the SCSF's message and help charter schools in Georgia with your purchase.

SC by State Charter Schools Foundation of Georgia Inc.

COLOR



STYLE \$24.99



Premium
Unisex Tee



Women's Slim
Fit Tee



Pullover
Hoodie

SIZE

XS

S

M

L

XL

2XL

3XL

4XL

[Size & fabric info](#)

On-demand printing & shipping. Low effort & variable profit.

School Fundraising Companies



Carefully consider all-inclusive school fundraising companies/events.

- Several companies offer programs to raise money for you. They provide the theme, materials, messaging, etc. (Examples: Boosterthon, color runs)
- They require the least amount of school staff/volunteer effort.
- This is the least customizable approach.
- They typically take 50% of all funds raised.



Does this approach make sense for my school right now?

Basic Tools

Set your school up for fundraising success.

- Have at least one way to accept electronic donations.
 - Paypal, Stripe, and Square all offer nonprofit rates & buttons for your website.
 - Create an account with GaGives.org. It's free, but you cannot control payment frequency or payment processing.
 - Utilize a fundraising software program. You can track donors easily from year to year, automate thank you emails, etc. Take one-time & recurring donations. Also, accept payments for other school fees. (There is a limited fundraising option in Infinite Campus.)
 - Ideally, your school will have online giving, credit card processing in person, and a way to accept checks. Electronic payments are the most secure & easy to track.

Follow your Finance Policies & Procedures for \$ collection & handling!

Basic Tools



Create a team for fundraising.

- Establish a Fundraising Committee with clearly-defined roles & goals. Include parents.
- Assign jobs:
 - Donation tracking
 - Matching gift processing
 - Thank you notes (official & personal)
 - Event planning
 - Coordination with vendors
 - Recognition gifts, events, announcements, etc.
 - Website & social media updates. Letters to families.

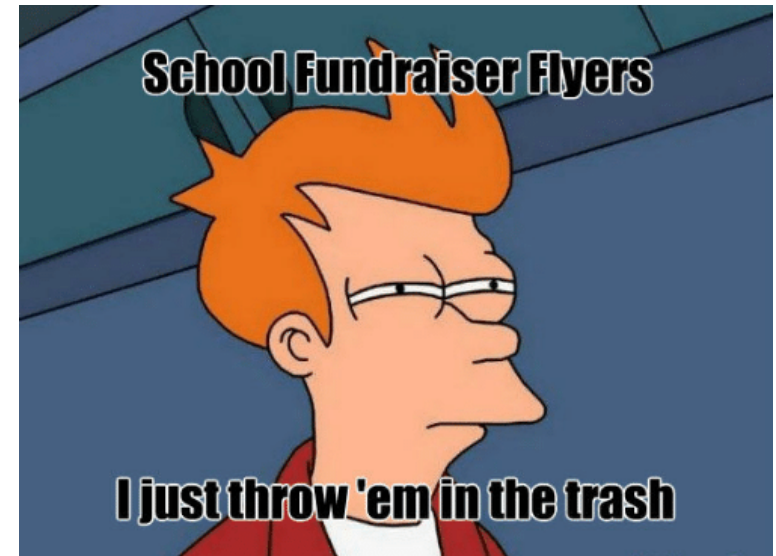


Fundraising requires coordination & cooperation.

Basic Tools

Have your materials ready!

- A standard donation packet with a letter, school info page, and 501(c)(3) letter
- A donation acknowledgement letter (money & in-kind, automated & personalized)
- Business sponsorship packet with a list of how they will be recognized
- Information for the website & social media
- Any special logos or graphics



Electronic materials are easy to update & save money!

Donor Incentives



Small gifts & exclusive experiences help encourage donors to give.

Free or Low-Cost Options

- Student DJ at lunch
- Lunch outside
- Pajama/hat/jeans/out-of-uniform day
- Extra recess
- Popcorn & movie party
- Ice pop party
- Prime parking spot
- Front of the line for carpool
- Meet & greet with the school mascot
- Principal for the day
- School announcer for the day

Offer these incentives when classes, grades, buildings, or whole school meets goals. Or have a drawing for privileges.

Other Options

- Snow cone truck
- Pizza party
- Cups/mugs with exclusive design
- Bumper stickers/car magnets
- Branded blankets/other products
- Exclusive movie showing/other event
- Exclusive shirts/hats/other merch
- Signs in carpool line
- Commemorative tile/brick installed
- Tickets to school event

Offer these incentives based on participation rate and/or level of donation.

Donor Incentives



Set a budget at the beginning to ensure that you can meet your goal.

- Include likely donations & related expenses in budget. You will have expenses, including payment processing & staff time.
- Set your culture of giving first. Do not pressure giving to for the sake of getting a prize.
- Incentives should not provide greater access to educational opportunities or to school leadership for donor families.
- Schoolwide, gradewide, and classroom goals put more emphasis on participation at any level. Combine group & individual incentives.
- Put your parents to work! Carpool, social media, emails, etc.

2021 Fall Giving gifts

	
	\$50 Exclusive magnet, plus 2 Fall Giving bumper stickers
	\$125 Wolfie keychain pull, plus above items
	\$250 Stainless Steel Tumbler, plus above items
	\$500 Cooler bag, plus above items
	\$1000 Outdoor blanket & umbrella, plus above items

Put Local Businesses to Work



You can give businesses a great way to meet your families.

- Offer ways to display businesses' logos, names, coupons, etc. around the school, on t-shirts (events), on the carpool tag & in the carpool line, on the website, social media, etc.
- Limit the number to make it “exclusive” & give the first right to school family-owned businesses.



SAIL's car line loop has approximately 400+ cars come through twice daily! What a great way to support our school and advertise your business. For only \$500 your business can advertise on a light pole for the entire school year! Thank you to our 2018-2019 sponsors!

1. Kia of Augusta
2. Peak Talent Capital Solutions
3. AACE Econo Steamers, Inc.
4. Walker Chiropractic, LLC
5. Riverwatch Dental, LLC
6. Kendrick Paint and Body
7. Columbia County Ballet
8. LuLaRoe Clothing
9. BH Home Inspection LLC
10. Meybohm Real Estate/Melissa Nemer
11. The Law Office of PJ Campanaro
12. Westside Heating & Air

SCSF Resources

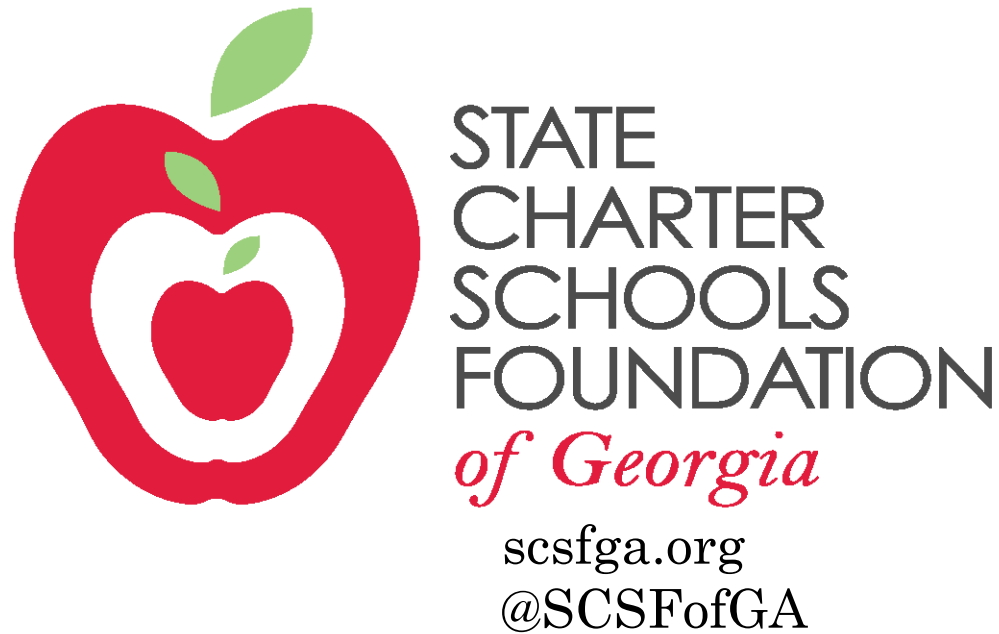


The SCSF is constantly compiling resources for you.

- The SCSF maintains a [list of grants for schools](#).
- The SCSF Slack site is a great place for resources & communication with other schools.
- The SCSF has the ability to raise funds on your behalf through our website.
- Contact Michele if you would like one-on-one consultation on fundraising activities.



We are here for state charter schools!



Michele Neely, President – mneely@scsfga.org – 404-615-5925