

Successful Fundraising

*PTAs raise funds to support PTA programs –
PTA's mission is not fundraising*

Methods

- Ask for donations
- Put on an event (carnival, dance, silent auction)
- Get pledges for taking part in a positive event (jog-a-thon, a spelling bee)
- Sell a product (gift wrap, flower bulbs, cookie dough)
- Look for a different source (neighbors, businesses, grants)

Don't get in a rut – donors and buyers may become bored with the same fundraisers every year. Estimate how many volunteer hours will be required. This may help the PTA executive board and membership decide which activities to pursue.

How to Attract Volunteers to Fundraising Efforts

- Give volunteers lots of options (activities, time of year)
- Events may be more work, but usually build more community
- Is it a reputable company with good references that you can trust to deliver the products you ordered on time and in good condition? Check the list in the Insurance and Loss Prevention Guide.
- Is the product easy to deliver? Does it need special handling or refrigeration?
- How much commission will you make? How much does the PTA need to sell to make the best rate?
- Is this product, or something similar, already being offered in your area by another PTA? Is this product in line with PTA's values?

Respect your volunteers' time, honor their skills and commitment, and they will keep coming back for more.

