



Fundraising Guidelines

Overview

In the 2000s, PTSA fundraising efforts were consolidated and the grants program was established to eliminate “donor fatigue” from a constant stream of requests for purchases of fundraising merchandise (candy, popcorn, etc.) and cash donations. Additionally, school administration requested that door-to-door fundraising sales be eliminated due to the number of imposters posing as Tech students. This allowed the school to disavow any door-to-door or public solicitations.

The PTSA conducts fundraising through the Annual Fund campaign and the Auction. Proceeds from these efforts fund the Mini and Maxi-Grant program, the Technology Fund, the fund for After School Sports, and --. Nonetheless, the PTSA efforts do not eliminate the need for additional fundraising to meet the needs of programs that the district no longer supports.

Groups that request that the PTSA hold their funds in a restricted account must adhere to the following guidelines.

- All fundraising must be pre-approved by the PTSA Board via the Development Chair (development@oaklandtech.com). This applies even if an event or appeal is the same as one from the previous year. Do not begin a campaign without this approval. Fundraising budgets are sketched out each year in June and approved in September. You may request a budget for related expenses.
- Door-to-door or street solicitations will not be approved.
- Existing sources of funds must be considered as an alternative to a direct appeal.
- The target audience for individual donations should be the Tech community and friends and family of the individuals soliciting. Businesses solicited should have a logical connection to the fundraising effort.
- Collection of cash and checks must follow standard PTSA procedures for handling and reporting.
- Campaigns should have specific goals, for example: equipment, travel expenses, entry fees for a competition or regional athletic event
- Committees and clubs with large, specific needs should consider applying for grants from external organizations.

Insurance

All fundraising efforts must fall within National PTA guidelines in order to be covered by our Insurance. They provide **Green** (approved) **Yellow** (approved if conditions are met) and **Red** (never approved), activities Search for “pta red yellow green or ask the president, treasurer, or Development Chair for a complete list.

Examples are:

- **Green:** Concerts, Dances, Dinners, Socials, Sales, Auctions, etc.
- **Yellow:** Bowling & sports activities, Food vendors, ‘Thons
- **Red:** Gambling events, Dunk tanks, Firework sales, Water activities

The Business Community

Often, businesses wish to market through Tech’s community channels and donate to the school. Although we do want to share helpful resources with parents as much as possible, we must guard our volunteer time and community trust. Therefore, all business relationships must be managed by a PTSA committee member and approved by the Development Chair.

The PTSA only works with businesses in the following ways:

- Auction in kind donations or sponsorship
- Advertising in Parent Handbook, Auction Catalog, or some Event Programs
- Fundraising Events planned with a designated committee
- Matching Employer Funds
- Direct Donations
- Experts invited to speak to parents by a committee

Some successful examples include:

- A local theater or bookstore gives a discount plus a donation towards an arts or literature program
- A restaurant gives a percentage of proceeds on certain nights to a specific Tech program
- An expert resource is invited to speak to parents by a committee.