

- **LPS has additional resources** - contact Stacy Jenkins, LPS Administrator of District Communicatons at sjenkins3@livoniapublicschools.org to help publicize your events
- **Branding** - are you branding your PTA? Do people easily and readily identify your events and programs with your PTA? Additional information can be found online at <http://www.ptakit.org/Communications/PTA-Branding/PTA-Branding.aspx>
- **TIP - Money is earned through relationships** - it's easy to delete an email. it's more difficult to say no by phone, even more difficult to say no in person. Be persistent, but polite. Never forget to follow up!
- **Consider making a certain color of paper the "PTA Color"** - i.e. all PTA communications go out on blue paper. When parents see the blue paper, they automatically identify that as a PTA communication. You must discuss with your principal!
- **Don't forget to ask your family and friends for fundraising leads, and expertise.**
- **ALWAYS SAY THANK YOU!**
- **ALWAYS DISPLAY THE PTA LOGO ON EVERYTHING YOU SEND OUT. NO EXCEPTIONS.**

SPONSORSHIPS

- **you can ask businesses for sponsorships** - make sure to THANK THEM - in a big way. In your newsletter, online, press releases. You cannot, however, endorse them. That's why you have to do a big thank you!
- **Ask family and friends for leads** - everyone has connections - whether through work or family members employers... use your relationships for leads

Fun Runs

- **Consider communicating your TOTAL GOAL** - rather than a per student goal.
- **Let families know that a \$50 donation can be made up of 10 \$5 donations.**
- **Let your families know how you plan to spend the money raised!**
- **Contact your (triad) high school music director.** Marching Bands will come if they are available!
- **Issue a press release!**
- **Make your event unique!** Select a theme and go wild with it!
- **Offer incentives** - top fundraiser? Top class? It's up to you!

Raffles

- **Get a license!** Go to <http://michigan.gov/cg/0,4547,7-111-34702---,00.html> (www.michigan.gov and search 'raffle license')
- **Check the rules** - we have them listed on the Council website - www.livoniaptsacouncil.org/resources)
- **CHECK YOUR Insurance policy** to see if raffle income is protected, or if you need additional riders

Sales Tax

- Everyone must pay sales tax! You don't have to pay twice though!

Box Tops

- Everyone has Box Tops! **Contests drive your numbers up**
- **Consider class contests** - the classroom that submits the most Box Tops in a given time period wins a reward - pizza party, movie party, extra recess... be creative (and get permission from your Principal before you make the offer!)
- **Consider a penny drive style competition** - students submit Box Tops as a vote - for example, in October have two containers - one for MSU and one for UM - the school with the most Box Tops wins! EASY and there is NO COST!
- **This is a good committee for parents who cannot work at the school during the day.** Box Tops can be sent home.
- **You can have a Box Tops party** - invite a group to come in to trim, count and sort Box Tops for submission

Scrip Programs

- **Sign up to sell SCRIP cards** - you can make money selling gift cards to popular retailers

- **Send home your SCRIP order sheet and encourage families to purchase restaurant cards to use at your Restaurant Night fundraisers** - you make money twice in one event!
- **Plan ahead to sell cards before holidays**

Bake Sales

- **Consider asking for donations rather than pricing your items.** People tend to be more generous
- **Display your items in an attractive way** - use baskets, cake stands, have different levels - lift things up so everything isn't on the same level
- **Offer different types of items** - whole cakes or breads, individual cookies, groups of items in ones or twos, offer variety!
- **List the plans for your income - with the PTA logo prominently displayed!**

Remember

- **Don't overdo fundraising** - do fewer events, but make them count - let your families know up front what your fundraising plans are - and that you will STOP fundraising when you reach your goal! (That can be a big motivator!)
- **Make your fundraiser DIFFERENT** - be creative! We are all competing for money - with Booster Clubs, School staff, scouts, religious groups. Stand out!
- **Spend the money that you earn!** The students who helped raise the money should benefit from it! Don't hoard - remember - we are all NON PROFIT GROUPS!