

# School Fundraising Guidelines 2020-21

In a year of social distancing and safety protocols, rely on your Parent-Teacher community to share ideas and replicate successes.

## Criteria:

Fundraising efforts must be transparent. If partnering with a business or organization, information to families must include what percent of proceeds directly benefits the PTA or school. For example: 60% of funds raised goes to the school; 5% to advertising and promotions; 35% to the sponsor company.

Families must have the option to donate directly to the PTA or school in lieu of making a purchase from an outside organization.

## Student incentives you may offer:

- School wide (examples: if a certain goal is reached, every student receives a lanyard or the principal will dress like rodeo clown).
- At the grade level or class level (examples: the grade or class with the most points will receive a pizza party; or every class to meet a minimum goal will get a visit from the school mascot).

## Student incentives to avoid:

- Those that create pressure to contribute or participate at the individual level (examples: only students who raise X dollars can have a Twinkie; or the top 5 fundraising students will receive a trip to Hawaii).
- Classroom goals that point out non-participants (example: if *every student* in Miss Smith's class sells 5 raffle tickets, the class will get a pizza party).
- Tiers of individual winners or raffles for larger prizes based on fundraising efforts.

