

## Carlos Gilbert PTK

Zoom Meeting Agenda: Focus on Fundraising September 3, 2020 5:00 pm

Attendees: Kathy Primm, Lynette Guevara, Michaelann Perea, Sara April, Sarah LeBlanc, Jana Amacher, Kim Pietrocci, Erica Gomez, Rebecca McDonald, Kristi Philbin

1. Approval of Meeting Minutes for August 27, 2020
  - Minutes for the August 27<sup>th</sup> meeting were provided to the PTK Board for their review and approval. The minutes were approved and will soon be posted in the e-blast and website.
2. Funding requests
  - A funding request from Ms. St. Clair was submitted for consideration by the PTK to continue with the annual vocabulary subscription. Paper books received in the spring, help students further develop their language skills. The PTK approved payment of this annual subscription of \$121.89.
3. Fund raising time frames
  - The PTK discussed the pros and cons to fund raising year-round. While in the past it was an all hands-on deck approach to fundraising around the Halloween Carnival, the PTK agreed this year all reasonable options should be engaged. The result will include fundraising in some form during the week of Halloween, the winter holidays, spring semester, and some going on all year. Sponsorship and donations from Amazon Smile are examples of year-round fundraising; and the cash raffle could still be held during the week of Halloween.
4. Running list of fundraising ideas
  - The PTK reviewed the vast list of ideas. Some ideas were already deployed online requiring an occasional reminder to all within the school community to participate (i.e. school merchandise sales, box tops, and Amazon Smile.) It was suggested the PTK consider t-shirts with phrases reflecting current expressions from a day in the life of students and teachers during this on-line education model as a result of the pandemic. The expression of “You’re On Mute” brought some much needed laughter to the group’s discussion. Thank you to Alison Walcott for setting up the Venmo account to assist in school merchandise sales and other activities. The PTK expressed gratitude and appreciation to the sponsors who are continuing with their annual support.

The PTK continues to consider which activities could be coordinated to build community and support fundraising during the week of Halloween. Advancements have been made so the cash raffle is now completely online. Other fundraising activities under development for this time period include a pizza dinner pick up at one of our local restaurants and a Giving Tuesday (for those who wish to make online cash contributions). Ms. Pietrocci reminded the PTK that the teachers have a few ideas they are working that could be pulled together with the PTK’s help. The PTK expressed concerns over ensuring Covid safety requirements and the financial strain many local businesses and families are experiencing as a result of the pandemic. Asking for contributions for baskets, restaurant/cake walks, and other prizes typically associated with the Carnival was decidedly too much for this time period. It was also decided that a meaningful give campaign where families just give cash, as

seen in other schools, was definitely not what the PTK felt was the CGE way of fundraising. Other concerns included high startup costs (piñatas) and shipping and/or delivery of most items. However, the PTK agreed small events with an emphasis on community building could be done; such as a silent auction or even an online CGE Marketplace. The marketplace may allow for a family to donate gently used items (ex: bikes) for sale. Funds earned would go directly to the school.

Below is the running list of ideas reviewed by the PTK and results from the Parent Survey.

- Sponsors
- Cash raffle: time it with Halloween, completely online
- Venmo
- School merchandise
- Amazon Smile
- Box tops online
- Silent auction
- Raffle baskets
- Giving Tuesday around Halloween, get matches for people to meet
- Grants – check our PTK volunteer forms for parents who can help
- Text-to-Donate service Give Lively
- Coronavirus piñatas
- Meaningful Give Campaign through Fresh Schools platform
- Parent Survey results
  - YES! There are so many ideas, two that I like are Art to Remember, set it up as a school and have parents upload their kids art, then pay to have it put on stuff. Do it before Christmas so it can be Christmas presents (grandparents eat it up, too). also. I know they haven't used Lifetouch/Shutterfly for school pictures before, but I was told that that company will start doing non-pre-k this year. That is actually a fundraiser, school pictures. At the pre-k level they do the students AND siblings, and they tend to look better than MJ Thomas. Maybe we could do school pictures outside? Have classes compete with book reading where they are sponsored (like a walk/run), but people sponsor them for books read? There would have to be some accountability, maybe they summarize it to their teacher? Do what IFAM and IAIA did and get up an online auction? I know none of these will replace the carnival, that is a moneymaker, but they might help.
  - Maybe we could do an online auction. Another idea is maybe a short video could be made about how the funds raised from the carnival support the students by providing them with enrichment programs in each class such as art, music, dancing etc. and teachers, parents and staff can share a short testimonial about the difference that this enrichment makes for the students, the teachers, the school and the community at large.
  - As the Grants Manager for NDI New Mexico, we had to have our big annual fundraiser online via the Virtual Gala - I wonder if CGE would have the capacity to do this on a much smaller scale. In addition, I have seen other organizations do virtual silent auctions. How much money is needed?

- Volunteers could make fabric masks and kids could sell them as well as collect pledges to help support the school. Sometimes I think a direct ask is most efficient.
- Maybe some sort of athletic events for kids, such as a fundraiser for each mile biked, hiked, walked, etc. Not as a group but for kids to do it individually.
- Online auctions themed baskets from each class made with donations, cash mob for sale of items school supplies/Mascot clothing.
- Raffle with cool prizes! Maybe the basket raffle from the Halloween Carnival can go fully online?
- Maybe a school Etsy account of kids and parent's art, other things along those lines
- zoom danceathon, CGE Etsy account, socially distanced yard sales
- monthly virtual 50/50 raffle
- Online Halloween festival
- silent auction online

5. The next Zoom meeting will be Thursday, September 10, 2020 at 5pm. The Zoom link is available in the weekly e-blast.