

Poway Unified School District Foundation
Spring Foundations Summit – April 16, 2013
Break-Out Group Discussion Results

The following are the results of the strengths and challenges exercise at the last summit. These results will help inform the type of presentations and speakers at future summits. Two issues that came to the surface from all groups were:

- 1) volunteer recruitment/avoiding burnout.
- 2) reaching and engaging the entire school community in fundraising appeals

These issues will be addressed in future summits, but in the meantime, for ideas about successful fundraising appeals and other strategies, please refer to the Promising Practices around the district on the PUSDF School Foundations resources page, or click here <http://www.powayusd.com/foundation/resources/PromisingPracticesAroundtheDistrict.pdf>.

Organizational Infrastructure – Strengths

Group 1 – PHS, TPMS, MBMS, CES, GRES, MES, PRES, TBES, CSES, MCES, PES, SCES, VES

- Four meetings per year, so people feel time well used
- Focused meetings; stick to agenda

Group 2 – RBHS, BHMS, MBMS, CES, HRES, PRES, PES, WES, TES, CSES, MCES, PES, SCES, VES

- Active and joyful members
- Collaboration between foundation and school
- Creative and out-of-the-box thinking
- Compliment and thank each other
- Positive people – a lot of energy – HAVE FUN!
- Good core group
- Good commitment –prepared to go year to year
- Willingness to try new things
- PTSA and Foundation members attend both meetings (Elementary School)
- Relationships (PTSA and Foundation members)

Group 3 – DNHS, OVMS, BMMS, SRES, MRES, DSES, ABES, LPES, RHES, SHES, WGES

- New inflow of board volunteers
- Effective meetings
- Collaborative relationship with PTA
- Support for our goals
- Articulated mission, priorities, and strategy
- Strong Leadership

Organizational Infrastructure – Strengths (continued)

Group 4 – MVMS, BMMS, CVES, DCES, PVES, SES, ABES, LPES, RHES, SHES, WGES

- Getting parents involved
- Keeping meetings to one hour
- Foundation/ PTA/ Staff work well together
- Communication channels to parents/ teachers
- Running effective meetings
- Enthusiasm – kids first mentality
- Board membership consistency
- Small board gets big results

Organizational Infrastructure – Challenges

Group 1 – PHS, TPMS, MBMS, CES, GRES, MES, PRES, TBES, CSES, MCES, PES, SCES, VES

- Communication
- Board transitions
- Maintaining leadership – ongoing
- Lack of volunteers to “run” events, etc.
- Lack of leadership – no one wants to be president
- Complex financial organization

Group 2 – RBHS, BHMS, MBMS, CES, HRES, PRES, PES, WES, TES, CSES, MCES, PES, SCES, VES

- Volunteer burn out, v-out at HS
- General community involvement (HS)
- Managing change
- Board member recruitment
- Demographics of community – unwilling parents
- PTA dominates (dynamic issue @ elementary school)
- Fear of voicing opinions and saying no from original members
- **Group 4 – MVMS, BMMS, CVES, DCES, PVES, SES, ABES, LPES, RHES, SHES, WGES**
- Keeping the board meeting to one hour
- Not enough volunteers
- Avoiding burn out and finding replacements
- Board exceptions and establishing funding priorities
- Communication – what is the foundation
- Lots of different opinions
- Recruitment

Fundraising Strategies - Strengths

Group 2 – Elementary Schools

- Common calendar
- Generous community
- Few, focused HUGE events – “legacy events”
- Tried to pull \$ through technology (online giving)
- Title I – not a lot of \$ within school – do fundraising outside of school
- Less is more 3-4 main fundraisers for the year – Funds the PTA programs
- Dedicated families
- Good communication
- More doers and less thinkers (Driving to get things done)
- Didn't sell any products- (almost 100% profit)
- Innovative – Online auctions
- 100% \$ fundraisers
- Two great family events

Group 3 – Middle Schools

- Lots of Fundraising events-variety!
- Two events make most of the money
- Raised a good amount of money through direct-ask; 28% contribute
- Make and IMPACT campaign – monthly pledge (\$10/month for 10 months)
- Implementing new ideas with success! Still held on to previous events
- Principal support to collaborate with PTA Budget and Calendar built together = less burn-out
- Donor Base is large!
- Capital campaign - \$100/family suggested
- Trying new things!

Group 4 – High Schools

- Foundation – sponsored events with other groups (e.g. Pancake breakfast for boosters, music, etc.)
- Membership
- Site leadership
- Titans together (for student services)
- Brand annual event
- Pancake breakfast...simple online and silent auction
- Board willing to work
- Conduit for teams/ Groups to raise \$
- Direct donations
- Transactional fundraising (sell tickets) – steering away
- Targeted donor relations with fundraising
- Hall of fame event

Fundraising Strategies – Strengths (continued)

Group 4 – High Schools

- Alumni base (28,000 @ Poway High)
- Helping classes coordinate reunions
- Umbrella (Insurance, Benefits)

Fundraising Strategies – Challenges

Group 2 – Elementary Schools

- Helping community understanding where the \$ is going
- Seeking to up participation in annual giving campaign – need to educate population
- More participation in fundraisers from community (corporate)
- Title I – raising enough \$ to make a difference
- Reaching the other 50% (even if it is just \$20)
- Find 1-2 big ticket items...and tap business community
- Timing with PTA events
- Getting people to embrace change
- Amount of fundraising
- A lot of work for big events

Group 3 – Middle Schools

- Small school – core group does all of the work
- New parents to host mid-level fundraisers
- Large school – donations from 28%
- Communicating with all parents
- Over asking
- Finding new donors + giving recognition to these donors
- More participation at small levels – large fundraisers; not as successful
- Lack of integrated requests
- 20% donating – do not have a coordinated way to know who donated
- Communicating the Need

Group 4 – High Schools

- Corporate donations
- How does PIE work?
- GRAD night
- Communication with parents (don't have email) – no backpack stuffers
- Beneficiary of student services not aligned w/ability to financially support event

Fundraising Strategies – Challenges (continued)

Group 4 – High Schools

- Communications and Infrastructure
- Different demographics (students and community)
- Individual donations 8% at PHS
- Stumble across various booster groups

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