

Poway Unified School District Foundation
2016 Fall Foundations Summit
Break-Out Session Results

What is your Foundation most proud of and how do you sustain it?

Canyon View Elementary

- Red Envelope
 - One direct donation; suggested \$100/per child
 - 77% participation; raised \$35,000
 - Two-week campaign
 - Assembly special lunchtime activities led by specialty teachers funded by Foundation
 - Classroom teachers had their own incentives
 - Letter home to parents with envelope
 - PeachJar and ConnectEd
 - Promoted at PTA Movie Night
 - Incentives for parents: opportunity drawing for approx. 40 (donated) prizes
- Jog-a-thon incentives
- PTA - fun family event
- "Spirit Sticks" classroom incentives (pizza party) teacher support
- "Team Canyon View" shirts for PTA, Foundation and teachers
 - Wear shirts every Friday and to school events
- 18 board members
- Video communication
- PTA still does an ice cream social which generates funds for PTA programs

Canyon View Elementary and Rolling Hills

- Make Change Count: Parking meter donations - change and credit card
 - "Feed the Meter" at Family Lunch

Highland Ranch Elementary (700 students)

- Video communication played at "back to school" night
- \$150 ask / family "big goal"
- Used tips from Canyon View and increased participation
- "Giving Tree" apples for donors – visual
- \$23K came in (last year \$12K)
- Foundation liaison for each classroom to send email out

Pomerado Elementary

- Collaboration between PTA/Foundation/Principal
- Bounce ideas and principal that listens
- PTA runs the programs. Foundation fundraises

What is your Foundation most proud of and how do you sustain it?

Poway High School

- Registration process – PHS has the form to donate sent with all other important documents along with the principal's back to school letter.
 - It is set-up as a self-populate document which is easy to print out and brought at registration.

Monterey Ridge Elementary

- Town Hall meeting with principal
- Foundation video

Rancho Bernardo High School

- Pancake Breakfast – Fall 8am to 11am
 - Different vendors from community there
 - Student groups as well as band, choir
 - ROI \$15,000
 - Flat rate for table space \$50
 - Band handles coordination, marketing
 - 10% Foundation; 30% Band
 - 3,000 tickets

Rolling Hills Elementary

- Foundation only – PTA dissolved
- One point of contact
- Where money is going

Sundance Elementary

- Amazon Associates
 - Average 7% back (8% at Christmas)
 - Register an email address, generates user name
 - Promoted with magnets (had student design contest) and school newsletters
 - Caution to follow promotional restrictions
 - Published information for parents regarding difference between Amazon Smile and Amazon Associates

Sunset Hills Elementary

- Striving to increase goals
- Good scheduling between PTA and Foundation functions

Valley Elementary

- PTA "Spirit" – school events
- Foundation – Trail Run community event

What is your greatest challenge and what are possible solutions?

Canyon View Elementary

- Challenge: Managing credit card transactions
- Challenge: Jog-a-thons - do-it-yourself vs. APEX vs. Get Movin Crew

Elementary Schools

- Challenge: Donor fatigue / lack of volunteers
- Solution: Park Village hosts new family orientation before school starts

High Schools

- Challenge: Finding ways to keep fundraisers fresh and motivate parents to give
- Challenge: Marketing/selling the value of the Foundation
- Challenge: Del Norte High School - Struggling with 10% participation

Sunset Hills Elementary

- Challenge: Parent volunteers
- Challenge: Getting participation donation