

## **Re-engagement Strategies: How is your foundation re-engaging volunteers and keeping volunteers motivated and active?**

Meadowbrook Registration Week - week before school a table is set up. Sign up to volunteer. Would you like to receive communications? Joint with PTSA. Kickoff info is given. First Friday carnival.

MVMS - registration week. Table with information. Back to school meet and greet. QR code with details. Collaborate with PTSA. Back to school bash. Volunteer shirts. Events outside of school.

Twin Peaks - parent only event, auction. Create t-shirts. Principal promotes events. Recruitment events. Asks \$250/per student.

Get names at registration.

Communication is key!

Parent Volunteer Mixers or Coffees and Mixer into the Board Meeting

Parent rep from each grade level. Holding meetings on site - more connected. PTSA/Foundation meetings same night so some crossover.

Open meetings to let many parents hear ideas.

Having a continuity plan.

Having resources available for Board members and chairs.

Being present at school events - especially beginning of year - to talk and meet parents.

Having sign-up present at welcome events for parents to sign up.

Communicating with volunteers on a regular basis.

Being purposeful about recruiting younger grade parents.

Establish operation manuals to transition new volunteers to ease people into new positions.

Breaking down smaller roles within the committees, including co-chairs or multiple leads.

Recruiting volunteers to train with volunteers with experience.

Having a teacher liaison that is in lower grades to help recruit parents who are interested in being involved.

Teacher representatives to send messaging to parents in support of foundation goals.

Make Foundation meetings more social and go back to in person meetings.

Showing "foundation dollars" at work on social media or within weekly email.

Hosting Community building events versus fundraising events.

**Re-engagement Strategies: What recruitment strategies are working best for your foundation to involve new families?**

Water bottle sticker.

Restaurant meetings.

Principal participation/coffee chats.

Zoom Meetings or Host in a parents home to allow for adult beverages.

Identify active families (engaged at sporting event's, volunteers, etc.) Sharing insights from school site staff which helps families feel more connected and provides key takeaways. Having a plan of what is being done so people can see how they can be involved. Simple all parent email blast.

Being present at welcome events at beginning of school year to recruit.

Continuing to use hard copies to send home.

Vote in new members in early Spring for overlap with new Board.

Back to School Night

Coffee chat after Friday Flag

Foundation representation at Friday Flag

**Fundraising Strategies: What fundraising strategies or activities is your foundation planning to use to raise funds this year?**

Back to school bash.

Direct ask/envelope week.

Spring fling.

99 pledges.

PayPal.

Prize incentives: spirit wear, stickers (deliver to teacher mailboxes end of fundraiser).  
Different prize levels.

\$1/day

Leverage APEX or another fundraiser vendor and Corporate Sponsor program.

Tapping past ASB presidents to link the past to the future alumni. Partnering with school leaders. Hearing directly from the principal.

Tiered donation system. Suggested donation. Learn what feeder schools are using and replicate - familiarity. "Ask" needs to be specific. Galas, Giving Tuesday, Auction (attendance?). Have groups (sports, VAPA, etc) sell tickets so there is a greater reach. Tapping past donors.

Dining out events, game cards, direct ask, read-a-thon, Bubble Run, wrapping paper and gifts/candy, Jog-a-thon, Amazon Smile, weekly ice cream social, gift cards, vendors on site (food trucks), Spirit Wear and other items with logos, golf tournament, adult evenings, auctions.

Focus on events:

Direct asks

Opportunity drawing

Community partners and sponsors

Search out

Dine Outs

Parent night out with auction and direct ask

Fun Runs

Amazon Smile

Kids night out

Great Wolf Lodge fundraiser

Digital marquee birthday messages

Day at the Bay - welcome back to school event offsite

Company matches for fundraising

### **Fundraising Strategies: How were these strategies determined?**

Twin Peaks January fundraiser - after holidays. Silent auction.

Spring fundraiser has a smaller ask.

Meadowbrook has a PE a-thon

MVMS spring fling

Legacy programs and parents' strength

Booster versus foundation versus PTA

Whatever we can find that someone will chair