

Spring Foundations Summit

Monday, March 14, 2022

Topic #1 – Getting and Staying on the Same Page

Successful Collaborations between Foundation and School Leaders

Grade Level Discussions - Elementary:

- Principal is a foundation board member (in some schools the principal is a voting member and in others the principal is not).*
- Principal attends all foundation meetings and is in regular communication with Foundation leadership
- Principal is part of the year-end planning process
- Coordinate with PTA - Have a Liaison between PTA and foundation board
- Have a teacher and student participate on foundation board
- Create an annual calendar with principal and get input from teachers and PTA
- Be flexible and willing to course correct as you go through the year

Grade Level Discussions - Secondary:

- Hold regular monthly meetings between the foundation president and principal. Discuss what should go to the board.
- Consider using text messaging between the foundation president and principal.
- Develop a plan over the summer and review the foundation mission.
- Respect each other's time. Be on the same page and develop trust.
- Develop a 2-3 year plan.
- Leave a clear path to follow for incoming foundation members.

*Although some foundation leaders have stated their belief that having the

principal as a voting member of the foundation board represents a conflict of interest, because the principal is not paid by the foundation, it does not constitute a conflict of interest per se. More recent attitudes about shared decision making and non-profit governance support structures in which all stakeholders have a vote on non-profit boards. (In our settings, that would include parents, students, teachers, principals and support staff.) Ultimately, voting members, structures and procedures should be spelled out in the foundation's by-laws and be reviewed/updated regularly.

Topic #2 Sharing Promising Practices – Highlights from Colleagues

They Come Once and Never Come Back: Engaging First-Time Volunteers

- Provide volunteers with a purpose at the first meeting to increase involvement. Have the needs of the foundation set ahead of time.
- Make a calendar for the year with meetings and events. Empower volunteers to pick and own an activity.
- Build relationships with the teachers. The teachers have the closest relationship with the parents and can direct you to potential volunteers.
- Build a bridge between foundations, primary to secondary.
- Use fun locations for foundation board meetings to help breakdown barriers and build trust.
- Invite students to report to the foundation board. Assign activities to students to promote events. Example: Commercials for events.
- Getting everyone on the same page - having a shared vision
- Make sure there is a specific goal or task for each volunteer
- Foster a relationship with teachers so that teachers point out the parents who want to get involved
- Make sure that the volunteer represents the feeder schools
- Get together and make the meetings fun
- Empower the volunteers, don't be a micromanager
- Take the time to have summer meetings and social gatherings that are not always work but a way to get to know each other
- Give them praise and thank them. People like to be acknowledged for

their work

- Have your principal give a Principal Update at each meeting
- Include a Student Board Member
- Tierra Bonita started the Cheetah Stars. All of the 4th and 5th graders who ran for student council and did not win were selected to be Cheetah Stars. The Stars promote all of the events. They also created commercials to promote events on social media. (They have about 20 students who participate.)

Show Me the Money: Fundraising Tips and Examples

- Direct Ask - 39 Days of Giving - The Foundation only asks for funds once a year and the average donation is \$539.00
- Make a video with students to show to parents what is needed.
- Alternative Fundraiser - The below alternative fundraiser turned out to be very successful.

Abraxas High School Foundation Alternative Fundraiser

This fundraiser is in lieu of sending students home with the task of selling door-to-door, collecting money, and delivering goods. Please help us avoid that by supporting our Abraxas High School Foundation with your donation and helping us achieve our goals to support our students and faculty.

Thank you in advance for your support!

___ \$15 I do not want to bake, so here is the money I would have spent on those cupcakes.

___ \$25 I do not want to hit up friends, family and co-workers, so here is the money I would have spent on buying wrapping paper.

___ \$50 I do not want to walk, swim or run in any activity that has the word "thon" in it. Here is the money I would have spent on my child's "free" t-shirt.

___ \$75 I don't want to attend any fancy balls, so here is the money I would have spent on a new outfit.

___ \$100 I really wouldn't have helped in anyway, so here is \$100 to forget my name.

\$ ____ I am making this donation to express my appreciation for having nothing to buy, sell or do except fill out this form!

Name _____ Phone # _____

Student's Name _____

Email Address: _____

By participating in this fundraiser, you are welcome to discard any fundraising information we may send home with your student

Topic #3 – Sharing Promising Practices – Small Group Discussions in Grade-Level Breakouts

How does your foundation establish its budget and fundraising goals each year?

- At the end of the prior year, sit down with all stakeholders, review this year's budget, and create a new budget for next year.
- The bylaws and mission help guide and direct budgets.
- Have systems in place to ensure all 501(c)3's are keeping their status current and following all state and federal guidelines.
- Push passive income like Amazon.
- Try to call out ASB fundraisers so there is no conflict.
- Pull in alumni.
- Send a survey to parents, students and teachers to inform their fundraising goals. Use the survey results to prioritize and create the budget.

- Keep 10% on reserve just in case there are outstanding receipts submitted to the foundation at the end of the year or during the summer.

What fundraising strategies are working best for your foundation? (Please be sure to talk about any experience/success your foundation has with writing)

- Abraxas Garden is a driver for fundraising at Abraxas. It is visible and has led to family and community support. Example: Empty Bowl fundraiser - connects garden to soup, art makes bowls, feed people, buy a plant (buy the bowl)
- PHS auto program - next year - car show-community event. Student talent at the car show.
- MBMS - Jogathon, carnival, family donation (direct ask-\$50 per family) with a free t-shirt. PE-a-thon \$25 fitness pass, \$50-3 fitness passes and ice cream.... Auctions - front row at graduation, birthdays on the marquee. First Friday - welcome back Carnival. Auctions are getting less attractive. Community discount cards are successful.
- PHS- Nachos with Nash - funds for small organizations.
- Valley Grant is a Title 1 school so they are eligible for grants and have a grants committee made up of three volunteers.
- Shoal Creek Elementary School initiated an "Impact Campaign" and every family who donated funds receives an Otter with the student name on it. The Otter is then placed on a fence at school. This made for an impactful visual that led more students wanting to have their name on the fence and therefore increased funding.
- The Employer matching funds program is a great way to increase funding. Several large companies have matching funds programs.

What is your foundation struggling with right now? What additional support

might you need to overcome those challenges?

- Finding new people to volunteer has been very challenging, especially since parents were not allowed to go onto campuses over the last year due to COVID. It has been very difficult to recruit new volunteers and get existing volunteers to do all the necessary work.
- The group discussed ways to keep volunteers active and engaged. Having gatherings and social activities is a good way to keep volunteers involved. Some ideas discussed included coffee and conversation at a local coffee shop, meet-up at breweries or wineries, having a potluck picnic, etc. These fun and social activities are just a few examples of how some foundations keep their volunteers active.

What do you recommend for possible topics at the next Foundations Summit?

- Bring back district HR and Finance leaders to discuss issues and solutions around foundation-supported positions (e.g., impact teachers).
- More on by-laws and legalities. What should be included? What are best practices to regularly update and who/how are they updated?
- More fundraising ideas
- Recruiting volunteers; building back and engaging parents