Fundraising for Programs, Programs for Engagement



Today's Agenda



- Fundraising: Direct and Passive
- Programs: Students, Caregivers, Community
- Questions & Answers



Today's Presenter



VALERIE LICATA

HILLSBOROUGH COUNTY COUNCIL PTA/PTSA



Title One Chair & West Region Rep, HCC PTA/PTSA



Fundraising

DIRECT

A-thons, Crowdfunding, Catalog Fundraisers

Memberships, Spirit Wear, Spirit Nights, **Business Partnerships**

DIRECT

You need to provide a GOAL and REASON for your fundraiser. Make this clear to your membership

This can help with 'operations' and in some cases fully fund a program

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PASSIVE

PASSIVE

How are you fundraising this year?



Why are you fundraising this year?



Programs

The WHAT in our WHY.

Student Programming

engaging students one PTA program at a time

Caregiver Programming

connecting home and school one PTA program at a time

Citizen of the Month, Mental Health, Scholarships

Internet Safety, FSA 101 for guardians, Parenting Tips

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Community Programming

connecting school and community one PTA program at a time

Voter Registration, Helping Hands, Forums on 'Hot topics'

Understanding your PTA needs and goals

HOT TOPICS

program!

They're a FANTASTIC resource for student and school needs. They also make amazing partners.

IT'S OKAY TO HAVE FUN

connections

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05/17

Is there something 'all the buzz' at your school? Turn it into a

TALK TO YOUR TEACHERS

Some programs are just meant to be fun, let loose and build those

MemberHub





Thanks for attending!

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