

**Fundraising  
Fundamentals**

California State  
**PTA**  
everychild.onevoice.

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**PTA's mission  
does not include fundraising**

***PTAs raise funds  
to fund programs  
and projects***

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**BASIC GUIDELINES**

- ✓ Check the insurance guide for Green, Yellow or Red light activities.
- ✓ Approval by the Principal and Executive Board
- ✓ Approval by your Association
- ✓ Place it on your school calendar.

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### BASIC GUIDELINES

- ✓ Check PTA toolkit for forms and proper procedures
- ✓ Recruit volunteers
- ✓ Publicize well
- ✓ Thank people

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### A fundraising project must:

1. Support the goals of the PTA
2. Be related to purposes of PTA as a tax-exempt organization
3. Have approval of the membership

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### Fundraising should:

1. Meet the 3 to 1 rule
2. Not be a burden or conflict
3. Involve as many as possible

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**THE 3 TO 1 RULE**

The IRS suggests that for every one fundraiser you hold, you have three Programs/Family Engagement type events for your families.

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**Fundraising should not:**

- Allow children to sell door-to-door or be exploited to raise funds
- Involve commercial or advertising obligations

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**Sponsorship is okay,  
Advertising is not**

**Recognizing support is okay,  
Endorsement is not**

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**Basic types of fundraisers:**

- Asking for donations/direct solicitation
- Providing an experience/ events
- Selling a product
- Indirect fundraisers
- Grants and Scholarships

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**Asking for donations =**

- Direct Donations from parents
- Grants and Scholarships
- Donations from corporations
- Coin drives

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**Providing an experience/event**

usually more work ... however

- more fun and can build community
- if you are lucky, it becomes a tradition

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**Insurance**

BB&T Insurance Services of California

Website: [www.pta.bbt-knight.com](http://www.pta.bbt-knight.com)

user name = *ptausers*

password = *member*

E-mail: [capta@BBandT.com](mailto:capta@BBandT.com)

Telephone: 800.733.3036

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**Selling a product**

**Things to consider:**

- reputable company?
- ratio of receipts to profit?
- how many volunteers hours needed?
- is product offered by others in area?
- is item in line with PTA's values?
- vendor packed individual orders

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**Indirect fundraisers**

- recycling programs
- Box Tops for Education
- shopping programs
- offers from local merchants
- restaurant nights

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### Grant Writing

- Have a plan
- Research the grant
- How will you accomplish your goal
- Searching for Grants:  
    keywords: Public school, Grant,  
    California, city, county, subject  
    matter

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### Contracts

approved by the membership  
BEFORE being signed by two  
elected officers, one of which  
**must** be the president

Sign a contract:  
*ABC PTA by Jane Doe, President 2012-13*

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### Contracts

Sign a contract:  
*ABC PTA by Jane Doe,  
President 2012-13*

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**Hold Harmless Agreements**

PTA must obtain a Hold Harmless Agreement and Evidence of Insurance from each vendor, concessionaire, or service provider it uses.

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**Fiduciary responsibilities**

*PTAs must be fiscally responsible to the members and need to ensure that all financial procedures are followed.*

▶ This is the responsibility of ALL members of the executive board.

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**Serving Alcohol at Events**

*Alcohol is allowed at events, off campus, as long as PTA does not sell or actually serve the drinks. It must be done by those at the venue!*

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### Alcohol in Auction Baskets

*Allowed as long as you acquire a permit from the ABC (Alcohol Beverage Control)*

*Available at [abc.ca.gov](http://abc.ca.gov)*

**Form # 221**

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### Committee Report on each fundraiser

#### Carnival

Revenue \$ 19,217.10

Expenses \$ 7,027.10

Net Income \$ 12,190.00

#### Volunteer Hours:

Set-up: 16 @ 4 hours      64

Take-down: 16 @ 4 hours      64

Staffing: 40 X 4 hours      160

Total Volunteer Hours 288

#### Recommendations:

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### Cash handling guidelines

- at least 2 people must count cash (one a financial officer or on board)
- use a cash verification form
- money to bank ASAP



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**NEVER:**

COUNT MONEY ALONE  
OR WITH SOMEONE WHO IS RELATED  
TO YOU BY BLOOD, MARRIAGE OR LIVES  
IN THE SAME HOUSE AS YOU!

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**A PTA shall not deposit funds:**

- from other groups or organizations
- in a personal account
- in school or school district accounts

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**Opportunity drawings versus raffles**

**Opportunity drawing**

- every attendee has a chance
- no purchase necessary

**Raffle**

- participants BUY a chance to win
- yearly permit needed from AG
- Report must be made with the AG's office

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### Gifts to school from PTA

- approval of membership
- benefit largest number of students
- accepted by school district
- use "fiduciary agreement"

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### Questions?



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