

Dear School Committee,

Thank you for the opportunity to speak at your last meeting. I wanted to provide some supplemental information to answer some of the questions that came up as you go into the vote this week.

### **1. Some questions were asked about fundraising margins in general....**

Most fundraisers require a lot of work for a little profit. Many require some kind of sales, to earn a portion of the items sold. Most "sales" run anywhere from 3-6 weeks. Below are some examples of sales fundraisers and the percentage that the school would keep:

Genevieve's – up to 40% profit

Yankee Candle – 40% profit

Candy Bar Sales – 50% profit

Pizza Kits - 25-30% profit

Original Works of Art – 33-50% profit

Mattress Fundraiser – 25-50% profit

Pies/Cookies – up to 50% profit

### **2. Why Boosterthon?**

We chose Boosterthon because it provides an enriching experience for our students with character lessons throughout the pledge period that are in line with the values taught in our schools. It culminates with the Fun Run event at the end of the campaign, which is a great way to wrap everything up and celebrate the kids and their school. It is only a 9 day fundraiser which yielded far greater profits than anything we could have anticipated. We had participation from over 75% of student families which is higher than any fundraiser we have ever run.

### **3. The committee asked about "higher yield" options. Boosterthon does have different programs to choose from with different levels of involvement from the Boosterthon team and different profit margins.**

**Boosterthon Live:** We chose to do the full service **Boosterthon Live** program which includes full support during the 9 day program and a fully staffed race day. Proceeds from this can be a minimum of 50% but up to 65% of funds raised. On average schools pledged 25% more with this program than with any of their other programs. It requires about 350+ man hours to set up, run and complete. We found the customer service to be amazing and enjoyed a fun, professional team leading every program and collection detail. We also felt they provided a magical student experience from Pep Rally, to character lessons, to the Fun Run. The impact and workload on teachers and administration was almost zero.

Some of the other options include:

**Boosterthon Event:** This program has the same up front cost as **Boosterthon Live** but profit percentage *could* be higher (up to 75%). The Boosterthon team is only in the school on the last day for the run. It would require many volunteers to fill in the gaps where the **Boosterthon Live** program takes care of that for us. On average, proceeds are also considerably lower with this program so even though we could keep more, we would probably raise less. The other reason this did not appeal to us is that we would have less

control of the “messaging” if we are using a large team of parent volunteers. We also felt that having parents in the schools (as opposed to a couple of Boosterthon Staff) would be much more distracting for students and teachers and have a negative impact on learning during the week of the program. It would also place more burden on staff and administration in each building. Finally, it is unfortunately, unrealistic that we could secure enough volunteers to run an event like this successfully. Volunteerism is down in our schools and while many parents *want* to help in their child’s school for an hour here or there it is very difficult to find anyone who has the time to commit to the planning involved in an event of this nature. Most parents just do not have the time.

**Boosterthon You:** We honestly did not even consider this option. It is basically for schools who have an active volunteer team who want to organize their own run event, soup to nuts. Profit can be up to 85% but earnings and participation are considerably lower with this option.

#### **4. We wanted to provide some concrete numbers on some other ways the HPTA fundraises and how those numbers fluctuate yearly.**

In addition to the Fun Run we run a **Direct Donation Campaign** where parents can write a check to their child’s school and 100% of the donation goes to the school they choose. While it sounds easy and appealing, for whatever reason, donations are down. I have listed the last 4 years below.

Regardless this fundraiser does run all year long and any parent who prefers to donate this way as opposed to through the **Fun Run** platform certainly can. We offered it to several parents who inquired last year...not one person took advantage of this option.

#### **Direct Donation Campaign**

##### **Center/Sylvester**

2018 - \$3,120  
2017 - \$5,050  
2016 - \$4,682  
2015 - \$4,577

##### **Cedar School**

2018 - \$2,970  
2017 - \$3,910  
2016 - \$4,850  
2015 - \$4,245

##### **HMS**

2018 - \$3,825  
2017 - \$6,085  
2016 - \$5,625  
2015 - \$5,697

##### **HHS**

2018 - \$2,890  
2017 - \$4,095  
2016 - \$3,125  
2015 - \$2,135

**Genevieves** – We have been running the Genevieve’s Fundraiser for about 5 years now. Proceeds from this also go down each year. We used to run it at all 4 schools but this year dropped it at the elementary schools because we knew the Fun Run was coming in the Spring. Our projected profit for this fall is approximately \$4,500 (sales were over \$11,000). We had only 156 students participate in the sale (out of 1600 enrolled at HMS and HHS Combined)

**2018** ~ \$4,500

**2017** ~ \$17,000

**2016** ~ \$19,000

**2015** ~ \$20,000

**Parents Night Out** – We are in the second year of the **Parents Night Out** event. It is intended to be a fun night out for parents to gather and socialize outside of school. Last year we were surprised to raise \$12,000. We had a huge turnout, almost double what we had hoped for and had some generous auction items donated and some very generous donors. This year, attendance was down, we did not have any big ticket auction items and while everyone had a great time as intended it was not much of a “fundraiser” Our projected earnings for this year are around \$3,000.

This event requires months of planning and preparation and hours spent soliciting donations. It should be run by a team of volunteers but the past two years the lions share of the work has fallen on 1 or 2 people. Many people offer to help, but few follow through.

As you can see, fundraising is *hard* and can be unpredictable. We can’t guarantee that the Fun Run will raise as much this year as it did last year. But, it requires low volunteer hours, is enriching and fun for students, easy on staff and administration and runs for just about a week and a half. Even if we raise half what we raised last year, it is still one of the most successful and enjoyable fundraisers I have experienced in the 10 years I have been involved with the Hanover PTA. I do hope you will take this information into consideration and approve the Fun Run for March of 2019.

Thank you for your consideration

Joanna McCormick  
Hanover PTA President