

Matt Deedrick, Boosterthon Fun Run

FUNDRAISING WITH PURPOSE



MATT DEEDRICK

General Manager, Boosterthon Minnesota

- Bethel University (BA) & Fordham University (MST)
- Former Middle School Social Studies Teacher (2010-2014)
- Launched Boosterthon in Minnesota (2016)
- Helped Minnesota schools profit \$2.5M+ since launch



FUNDRAISING WITH PURPOSE

Do your current fundraising efforts...

- Clearly align with your mission as an organization?
- Consider the unique context & needs of your school community?
- Reflect care for your teachers, administrators, families, and students?
- Strengthen your school?



FUNDRAISING PRIORITIES

- Profitability (school net/profit)
- Student Experience
- Volunteer Ease
- Price (% keep/investment)
- Community Engagement
- Something Else!

<i>PARENT GROUP</i>	<i>ADMINISTRATORS</i>	<i>FAMILIES</i>
X		
	X	
		X

PRO TIP: Place greatest emphasis on the most important, not the loudest, voices



1. DETERMINE YOUR FUNDING NEEDS & GOALS

- Start with principal & teacher wish lists
- Determine your annual budget, based on needs
- Break budget into fundraising goals for Fall, Winter, & Spring

PRO TIP: Budget conservatively, but have a plan in the case of a surplus.



2. BALANCE YOUR FUNDRAISING CALENDAR

- Satisfy conflicting priorities
- Complement parent & non-parent giving
- Provide opportunities for student, parent, and community involvement
- Leverage volunteers & outsourced support strategically

PRO TIP: Finding ways to bring in funds from non-parent givers (through an online platform) is one of the best ways to care for your school community.



SAMPLE FUNDRAISING CALENDAR



PRO TIP: To avoid low involvement from graduating classes, field trips, and other end of year distractions, place a greater fundraising emphasis on the winter than the spring.



3. PROTECT YOUR FINANCIAL ASKS



PRO TIP: Eliminating smaller asks & events is one of the best ways to ensure the success of your major fundraisers. Don't be afraid to cancel or reschedule!

- Insulate your fundraisers with four weeks before & after
- Avoid field trips, conflicting asks, & other “distractions” from your ask
- Stay in tune with school operations & important instruction seasons



WHAT ABOUT VOLUNTEERS?

- Find ways to celebrate your volunteers' hard work!
- The best recruiting tool is to let parents see you having fun volunteering
- Outsource one fundraiser to allow your volunteers to focus on another
- When recruiting, communicate in detail what your volunteers will be doing

PRO TIP: New Kindergarten parents can be a great source of volunteers. They're typically energetic, engaged, and ready to tackle new challenges.



BEST PRACTICES

Prioritize **quality** when selecting or creating fundraisers.

They're a representation of your parent group & school!



BEST PRACTICES

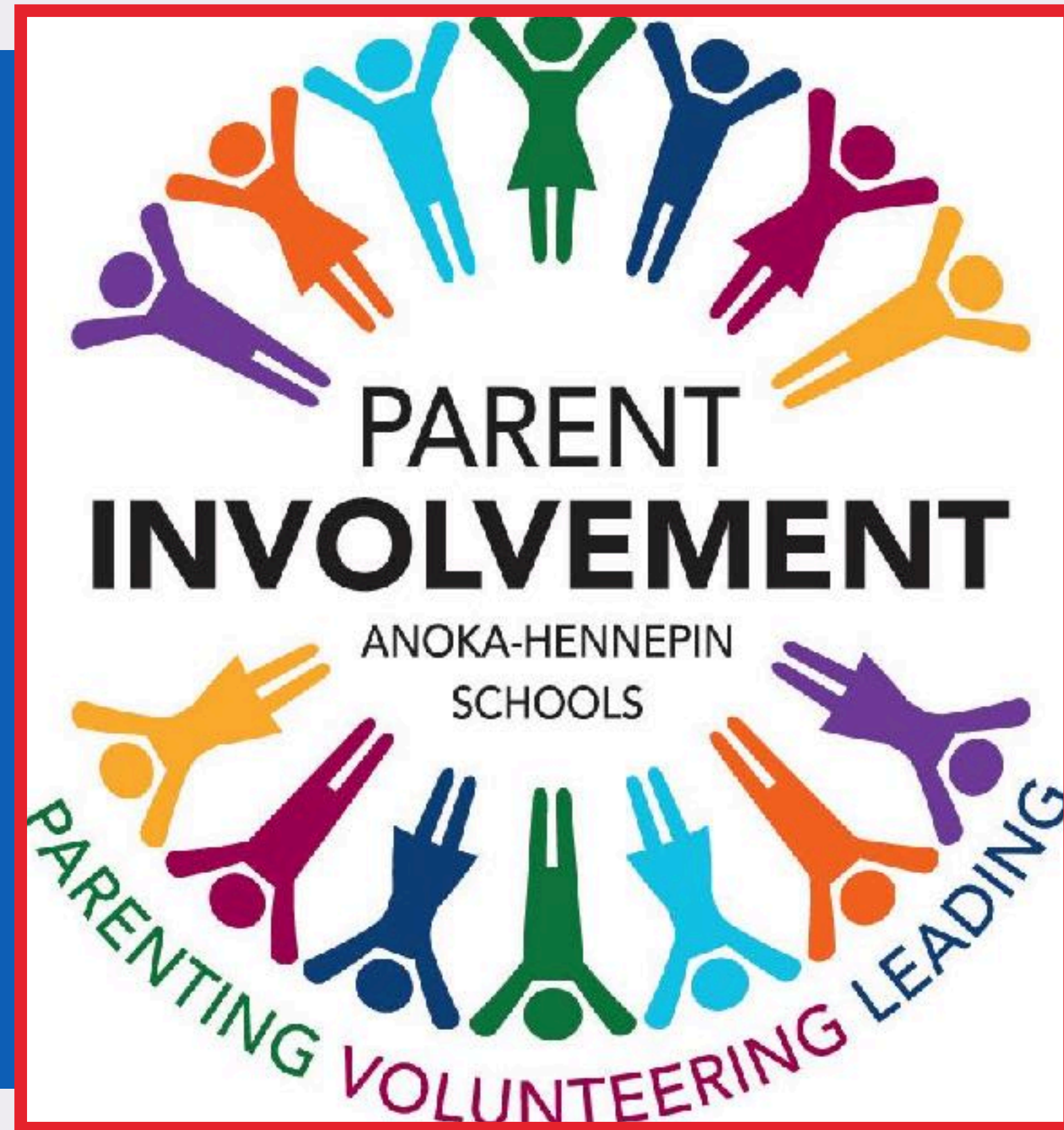
Communicate early and often to parents & teachers why you're fundraising this way, what you're fundraising for, and how they can help.



BEST PRACTICES

Create a **tiered business sponsorship** program to promote community partnerships.





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