

QUEST ACADEMY POLICY: FUNDRAISING COMMITTEE

PURPOSE

The purpose of this policy is to secure resources that support the mission and programs of Quest Academy.

STRUCTURE

Committee Head –

- Oversees and coordinates the activities of the committee members.
- Reports directly to Board of Trustees.
 - Provides quarterly updates to Board regarding activities
- Works with Administrator and PTO President to identify needs in school.
- Works with committee members to determine strategies to best address these needs.
- Utilizes parents, teachers, and community resources to implement selected strategies.
- Maintain records of all events/projects with results and recommendations for future actions.

Committee Members – Work with committee head in identifying needs, potential sources of funding, and establishing community relations, including:

- Individuals with interests or background in areas such as marketing, public relations, etc.
- Leaders for specific events and/or projects on an as needed basis, and may or may not be committee members.

Guidelines –

- Committee members should be positive and follow the Quest Academy communication guidelines (included on the following pages.)
- Fundraising should not be a burden on parents or the community, and as much as possible, should be mutually beneficial to all parties as determined following a review by the PTO and the Committee.
- Fundraising should have a specific purpose and goal that is communicated to the involved parties and that is demonstrably linked to the mission of Quest Academy.
- The results of the activity should be recorded and communicated to the involved parties – with suggestions for future follow-up if and as necessary.
- Each fundraising activity should be followed with expressions of appreciation to the involved businesses and individuals who have helped.

Possible Strategies –

- Donations – cash, in-kind, matching, time/expertise
- Business Sponsorship – overall, programs, technology, library, fundraisers/events
- Grants – federal/state, private
- Fundraising – school based, community based.

QUEST ACADEMY PUBLIC RELATIONS / COMMUNICATIONS GUIDELINES

As a committee member, you will be a representative of Quest Academy: you are being asked to act on behalf of the school, its students and faculty and in support of its mission. As you are interacting with the community, it is important you be comfortable answering questions related to both the fundraising activity itself and the school in particular. It is important you take time to consider how you will answer these questions and to have a solid understanding of our policy on public relations.

Guidelines:

- Be honest and sincere – it's ok to say:
 - "I don't know."
 - "I'm not sure."
 - "I'll have to think about/consider that."
 - "I'll get back with you later today with an answer." Then make sure you do.

- In all communication, be courteous and professional. All letters, etc. **must** be proofread for spelling, grammatical, or other errors. Just as you and your conduct will reflect on the school (for both good and ill), so too will the correspondence and materials you utilize.
- Encourage individuals with specific problems or issues, related to a staff or faculty member, to address that person individually. (For example, if a parent doesn't like a teacher or the principal, politely refer them to that person. Don't get in the middle.)
- Be positive about others. This means individuals as well as collective groups. Don't be the one to point out deficits or problems, real or imagined, or to participate in gossip. Stick to the task at hand: fundraising and representing Quest Academy. Answer any criticism you may encounter with a positive statement or reaction about that person or group.
- When confronted with an unavoidable or uncomfortable suggestion of significant differences between those advocating or working for or on behalf of Quest and other groups or individuals, try to identify things, aspects, or properties of the other entity or person that is good or that we may share in common with them., and then try to build on those commonalities. (For example, we are all striving to provide the children in our community with a good quality education and a safe learning environment).
- If/when you make a mistake, be quick to apologize, accept responsibility and move forward to quickly resolve the misunderstanding. Maintaining good relationships – for the long run – is much more important to the success of the Quest Mission than any short run benefit we may gain from a contribution or assistance now but at the cost of the loss of credibility or good-will for the future.
- If you become aware of concerns or criticism, address and report them as quickly as possible. Only make definitive comments or promises about the situation IF you are sure of your information, or if you have been given the authority to commit or comment on behalf of Quest. Otherwise, as noted above, "I don't know," "I'll have to have _____ call you on that," or similar comments will be more appropriate. If a problem escalates or otherwise makes you uncomfortable, or you are not sure what to do or what your response should be, please bring it to the attention of the board immediately so they are aware of the situation and can take whatever corrective or interventional action is

warranted. Effective and timely communication will allow us to keep things from getting out of control.

- Be prepared with clear and concise ways to explain our mission, model, curriculum, etc. If you are unclear on any of this or have questions, even after you have “gone out in the field” on your assignment, ASK for help.
- In addition, if media asks for comments on behalf of the school, simply refer them to the Administrator or designated Board of Trustees member. These individuals are responsible to speak on behalf of the school in public arenas to minimize potential conflicts and ensure consistency.
- Remember this is new to all of us and it may take some patience before we are comfortable with answering criticism and concern

STEPS TO SEEKING OR OBTAINING FUNDING

It is critical to first determine the right person to contact and then to line them up with the right person to contact them.

- Identify companies, clubs, and organizations that families are already affiliated with. This may include work, hobbies, extended family relations, etc.
 - Ask if they are comfortable providing you with information on the company’s donation guidelines and employee volunteering policy, or putting you in touch with the person in charge of charity at the company.
 - Also ask if they are comfortable with you using their name when you approach the company. They may even be willing to share their goals/commitments to the school and why.
- Look at local businesses in the school community and begin “networking.” Provide them with information about the school. Share with them what makes our school unique.
- When you “ask” for something, be very specific about what it is you are asking for and the worth of supporting Quest and its mission. Let them know of ways they could support you in your efforts to build Quest. Some examples are: donate staff time – or suggest to their staff and employees that they, too, might want to assist; identify possible “in-kind donations” that would be beneficial to Quest AND the donor; or they may be willing to make a purely financial donation, etc.

INTERNET RESOURCES

1. The 10 Immutable Laws of the (Fundraising) Universe

<http://fdncenter.org/pnd/tsn/tsn.jhtml?id=47800041>

A general guide to understanding and effectively suing fundraising.

2. Corporate Sponsorship

<http://www.nonprofits.org/npofaq/17/28.html>

A 9-step guide for non-profits on how to solicit corporate sponsors; and some advice from a seasoned observer.

B. 101 Fundraising Ideas – These ideas are designed to trigger your imagination.
http://www.freethechildren.org/youthinaction/101_fundraising_ideas.htm

4. More Fundraising Ideas – Do it yourself – not company affiliated.
<http://www.fundraisign-ideas.org/DIY/index.html>

5. Grants/Grant writing – General FAQ's about grants for nonprofit organizations.
<http://www.nonprofits.org/npofaq/keywords/5k.html>
<http://www.nonprofits.org/npofaq/keywords51.html>


6. In-Kind Donations
<http://www.nonprofits.org/npofaq/keywords/5t.html>

OTHER THOUGHTS ON FUNDRAISING

- Create and post a needs/wish list
- Investigate local surplus outlets or sources , auctions, etc.
- Solicit “in-kind” donations as identified on wish list.
- Identify potential resources.
 - Create and coordinate a survey of families
 - Identify local businesses- research “giving” policy and track record.
- Schedule/plan fundraising events for year.
 - School wide-box tops, Campbell's, Tyson, ink cartridges/cell phones, fundraisingfactory.com or The Educational Technology Conservation Exchange Program, milk caps, plastic bag recycle (Wal-Mart), Albertson's, Target, Etc.
 - Adopt a classroom
 - On-line Shopping Centers
 - School pictures, yearbooks, planners, T-shirts, etc.
 - Book fairs
 - Script
 - Monthly Restaurant night
 - Haircut-a-thon
 - Quarterly Fundraiser?
- Grant Research/Writing
- Possible Areas for Grants/Businesses/Needs
 - Playground (Home Depot)
 - Computer lab, classroom computers (Intel)
 - Printers, scanners, digital camera, camcorder
 - Teacher's lounge, front office furniture (Granite Furniture?)
 - Microwaves
 - Refrigerators
 - Filing Cabinets, chairs for teachers (Office Max?)
 - Copy machine
 - Tables, Bookshelves for library
 - Books/Reading Program

- Playground Equipment (balls, jump ropes, ball wall, tether ball)
- School Supplies (paper, pencils, glue scissors, etc.)
- Misc. Supplies (health, janitor, soap, toilet paper, Kleenex, etc.)
- Enrichment Clusters (art, drama, science, technology, photography, business/finance, history, etc.)
- Character Development Program - Service projects

Signature of Board President:

 4/18/08
Brandy Beckman Date