**PTO Best Practices**

**10/2/15**

**Boosters/Membership:**

* Don’t be afraid to put higher levels. There will always be that parent that donates the highest level. Even if there’s only one you’ve possibly doubled your donation.
* Consider “Grand Boosters” to attract grandparents. Possibly offer the incentive of “priority seating” at school events (choir performances, Holiday performances, etc.)
* Teacher Boosters: consider offering jean week(s) and post “Proud Supporter of PTO” signs on their doors.
* Advertise your Booster Signups on your PTO website with a link to print out Booster form or sign-up online.
* Consider these incentives (should not exceed 10% booster donation): Car window clings, Priority car line, Priority seating at performances or games, Time with principal (designated lunch table with principal), Name on schools marquee or announced at sporting event, etc.
* If using the Square device, consider invoicing those donors using credit cards. You must capture their e-mail address but then you never have to access their credit card number. They do it online. Delinquent invoices can be sent an online reminder. Very simple. Invoices have the same fee (2.75%) as a square device card swipe.

**Fundraising:**

* Sell concessions at student vs teacher dodgeball event(s). Charge $1 entry and then sell concessions.
* Open the gym to the Craft Fair, charge booth fee.
* Open the gym for a Christmas store where you sell donated items.
* Have a breakfast with Santa event. Pricing example: $20 max for family of four. Having activity/coloring pages for children. Offer photos with santa for a fee or let them take their own photo.
* Kona Ice: No setup or effort, receive 30% profit.
* Naturals Baseball night: Receive % ticket sales, (dates book up fast, contact Mart Zegar (sp) on their website)
* Boost-a-thon: Have a mini run where they pay entry fee and receive reward incentives for each lap they run, etc.
* Spirit Sticks from Spirit Monkey (positive reward program) collect embroidered sticks with clever/motivational sayings. Offer some to all students as a reward, sell others with Holiday themes, etc. Recommended pricing: $1 or $2; cost: 100/$40.

**Volunteers:**

* Signup Genius for organization of event need or even teacher needs. Have Wal-Mart VAP associates make notion in comment area.
* Make sure volunteers always sign-in and out to get volunteer hours. Have volunteers sign in on Raptor and note volunteer hours in monthly newsletter. Make sure to capture after hour volunteer hours possibly when they sign in at PTO meetings.
* Offer door prizes at PTO meetings to volunteers to ncrease attendance.
* List volunteer names at events such as Teacher lunches, etc.
* Send thank yous to volunteers after volunteer events. This can easily be done using Sign-Up Genius.