

6/25/01 Called to order @ 7:54pm

Miss Ova reviewed Agenda  
Minutes of June 18, 2001 to be  
provided at next meeting

Finances - \$2000 short to make payroll  
Gas. Dev. Council loan didn't come  
through - may be able to get one in  
July

Grant proposal is sent to Oddfellows  
Will meet w/ some grandparents

Calif Community Foundation sent  
a check for \$300 - \$1200 total  
expected from <sup>Dr</sup> Landa &  
matching contributions

May need to defer ED & DC's salary

Fundraising Committee needs to begin  
immediately - target community  
group in Rowan which usually  
gives \$500

County has not responded on \$80K  
Grant request - <sup>submitted in October</sup> 1<sup>st</sup> round checks  
were just written out in May

No discussion on Circulation Pkgs  
- tabled till next meeting at  
Not all members have copies

Fundraising Committee  
- Sr Citizens group (Par. Sr. Assistance)  
- Woodworking Club

Oldy & Outdoor Committees will  
need to have plans together once  
we have the funds to do projects

JB discussed Draft Fundraising Committee  
Proposal

JB - take list of refusing families

AD - wait till orientation in Aug for  
Committee members

Tracy & Eric volunteered to work  
on the combined Campus Development  
Committee

Need a Board Development Committee  
- expand Board of Directors

Next Board Meeting will be  
interviewing consultants provided  
by Fleitridge

Next meeting 7/9

End 8:30pm

Joyce  
Burton  
suggestion

## Oak Knoll Kinderhaus Montessori Fundraising Committee 2001-2002

**Goal:** To create a consistent source of funds to be used for extraordinary expenses such as updating physical equipment and materials, construction projects, etc. in order that the school may maintain a safe and up to date educational environment for the student population.

In order to achieve the set goal, fundraising must be made a year round priority.

Fundraising is more than simply a matter of procurements and donations. An integral part to fundraising is in creating awareness of the school within the community and making strategic alliances with other groups in the community.

### Potential strategic alliances:

- Art Center – have a yearly contest for an Art Center student to design the school's poster and invitations for the Silent Auction. Prominently have the winning student's name and Art Center's name on the materials ("sponsored by" tagline).
- Glendale Community College – create an intern program in conjunction with their Child Development program whereby one or two students yearly, will intern as an assistant at the school. This can help in our after school scheduling and provide our current lead teachers much needed time off from our little darlings.
- Bungalow Heaven – the school is on the fringe of the Bungalow Heaven district of Pasadena. We should be exploiting that fact. The school should be one of the top choices for the parents living in this area. The demographics of the Bungalow Heaven area indicate many young families. There is a yearly walking tour of some of the homes in the district. The school should offer to be a starting point or ending point where refreshments may be offered.
- Pasadena Playhouse District
- Pasadena Arts Council

### Fundraising activities

#### Fall:

##### **Wine Tasting – October 20, 2001**

Rather than limiting this event to our parent population or depending on our parents to bring in friends, we should consider asking a local restaurant about sponsorship. We would provide them with a tax deduction for whatever we may have had to pay for (room rental, discounted or donated goods/services) that they are willing to donate. If the restaurant is willing to place flyers in their wait area during the month prior, we may attract some of their normal customers who would be interested in attending a wine tasting at that restaurant, whoever it may or may not benefit. Ask the restaurants whether they will provide appetizers at Happy Hour prices – no host. It will be a natural segue to dinner at the restaurant for the attendees.

Potential sponsors: McCormick and Schmick, Roccoco, Parkway Grill

##### **Annual Rummage Sale – November 3, 2001**

This gives new families time to put together items and clean out the closets before purchasing new items for the holidays.

#### Spring:

##### **3<sup>rd</sup> Annual Silent Auction – February 26, 2002**

By the end of June, we should have spoken with one or two event planners for ideas on how to improve the functioning of the actual auction day and increasing attendance. The event planner may be able to provide ideas for a location, possible catering, etc. The venue must be secured by late July/early August at the latest.

#### **Procurements:**

**Corporate Sponsors** - Letters to be sent to potential corporate sponsors. Revise the current letter to make the request similar to a grant proposal. Essentially, that's what we're asking them for but on a smaller scale. Letter should be specific to items that we want to spend the money raised on (i.e. play equipment, specific materials needed for classroom, refrigerator, etc.).

**Local merchants** – we already know that face to face works best with the local merchants. But no one likes to do this on their own. We will have Procurement Parties every month or so. We will mark territory of about 3-4 block sections. Parents will meet at school, pick up territory sheets and procurement forms then break into groups of 2 or 3 to go at it. The first Procurement Party should occur in late September with training the week prior. Training will consist of our most effective procurers providing sample opening lines, role playing, etc. until the new procurers are comfortable with going out on their own. Each team should include a seasoned procurer. Procurement Parties should last no more than 2 hours with each team re-grouping at school afterwards to share experiences. Snacks, etc. to be provided when the teams re-group.

Procurement party schedule: 9/22, 10/13, 11/17, 12/8, 1/19 (all Saturdays)

#### **Raffle Drawing – April 13, 2002**

Potential Prizes: Trip to Hawaii, 3 Day Cruise, automobile

Travel agents are cheap and their profit margins are small. We cannot expect to have a travel agent donate any trips for our prize nor should we expect our parent population to do so. Whichever prize is agreed upon is something which will have to be paid out of ticket sales.

The typical number of tickets offered for sale in a raffle for prizes of this nature run @ 2000. This would equate to approximately 50 tickets for each of 40 families to be sold. Raffle prizes should be finalized with tickets printed by the beginning of September and sales starting in conjunction with the first of the Silent Auction Procurement Parties. As procurers are requesting donations, they should also be trying to sell raffle tickets to the employees of those businesses approached. Having strategic alliances in place by the fall would also spread out the sales to other than our families. Each member of our Advisory Board should commit to selling at least 20 tickets each.

Tickets for the trips should be sold for no less than \$5 each in order to raise sufficient funds to cover costs and make a reasonable profit. Ex. 1000 tickets sold = \$5,000 less \$1,000 cost = \$4,000 profit. If we want to offer 5 tickets for \$20, assuming that all tickets were sold with a freebie, the profit would then be cut by 20% or \$100 for each 100 tickets sold. We may want to approach tour package operators such as Pleasant Hawaiian Holidays for a somewhat inclusive (air & hotel) trip. I would suggest purchasing or making reservations for a specific time period in the summer that the trip is to be taken rather than leaving it open, which would affect our pricing.

Tickets for automobile raffles typically run from \$35-\$50 minimum to \$100 each on average. The automobiles tend to be higher end type vehicles (new Ford Thunderbird, Porsche Boxster, etc.). A cash equivalent (less than the actual cost of a new vehicle) may be offered in lieu of the vehicle. The fine print on these raffles indicate that if a certain number of tickets are not sold by the time of the drawing, the group offering the raffle reserves the right to substitute a smaller dollar prize. In order to maximize the potential of a higher priced ticket raffle such as this, we need to get our school website up with submissions to search engines listing the webpage with raffle information. We will need to negotiate with local car dealers and possibly the national corporate offices for discounts on vehicles.