

WOODLAND ELEMENTARY FUNDRAISING GUIDELINES

It is the goal of Woodland Elementary to participate in fundraisers that will provide funds for the benefit of children and families within the school. Funds raised by school-sponsored fundraisers will be used to enhance, promote and support the education of students within Woodland. The following guidelines have been established to obtain these goals.

- I. Choosing a fundraiser
 - A. Any parent, staff member or student at Woodland may present a fundraising idea. Ideas should be presented to the principal, a PTA Board Member or in person at any regularly scheduled PTA meeting.
 - B. The PTA will be responsible for making the final decision on which fundraisers to offer.
 1. All parents and staff members of Woodland are encouraged to be active participants of the PTA by attending meetings, requesting meeting minutes (available in hard copy upon request or on the internet, once approved), or voicing their opinions to Woodland's principal or any PTA Board member.
 2. All fundraising ideas will be presented at a general meeting of the PTA, with any PTA member having the opportunity to comment on proposed fundraisers.
 3. The PTA Board (including Woodland's principal) will make the final decision on which fundraisers to hold, using the input from the general PTA session.
 - C. If a fundraising opportunity arises outside of the normal timeframe for fundraising approvals, the PTA Board shall have the ability to approve a fundraiser, by a majority vote of the PTA Board held in writing, with the results of such vote and details of the fundraiser to be made public at the next regularly scheduled PTA general meeting. Care should be taken to approve such fundraising opportunities on a limited basis and only when the normal procedures for the approval of a fundraiser could not be followed, due to no fault on the part of the person presenting the fundraising idea.
 - D. The following criteria should be considered when choosing to participate in a fundraiser:
 1. Is the product being sold appropriate for elementary-age students and their families, and can the families benefit from the product?
 2. What percentage of the sales will be returned to the school as profit?

3. If no profit will be generated from the fundraiser, does it provide a value to Woodland's students, staff and families?
4. Is there a volunteer to coordinate the fundraiser, or if not, can the PTA solicit a volunteer to coordinate the fundraiser? Parents or staff may coordinate the fundraiser.
5. Who, besides the school will benefit from the fundraiser?
 - a. The Noncommercial Policy presented in Minnesota PTSA's Handbook states, "All PTA leaders must be scrupulous in avoiding either the practice or appearance of using their PTA affiliation for personal profit. For example, when a PTA needs to purchase insurance or contract for a specific service, such as printing or fund-raising, care should be taken to choose a vendor who is not affiliated with any PTA leader or member." Woodland will follow PTA's Noncommercial Policy; therefore, a fundraiser that would personally benefit a parent or staff member of Woodland Elementary (PTA member or not) should not be considered (unless all Woodland parents and staff are offered equal opportunity to benefit and the fundraiser does not involve selecting one parent or staff member and their services over another).
 - b. Have similar companies with the same product been considered or offered their services?
6. Has this type of product/fundraiser been tried in the past, and was it successful?

II. Promoting a Fundraiser

- A. Minnesota PTSA's Noncommercial Policy states that "PTAs should not endorse products, companies or foundations;" therefore, care should be taken in the way a product is promoted.
- B. All fundraising information should be distributed to the entire school, unless a fundraiser was specifically approved for a smaller group.
- C. All materials should be pre-approved by Woodland's principal or the PTA board prior to distribution.
- D. Distribution of fundraising materials should occur through the Wednesday take-home folders when practical. Large-scale fundraisers that require the distribution of large packets of information may be distributed through the classrooms, with the approval of Woodland's principal.

- E. Each fundraiser shall have a chair appointed, and such chair should be responsible for answering questions regarding the fundraiser.
- F. The PTA may establish certain guidelines for fundraising chairpersons to follow, such as limits for out of pocket expenditures, reimbursement procedures, procedures for volunteerism, and coordination of the fundraiser with the school staff.
- G. If a fundraiser was approved for a specific purpose (i.e. technology, books, etc.) this information should be included on the promotional items; however, not all fundraisers need to be held with a specific purpose in mind, as needs will arise that need to be funded from a general fund.
- H. Parents should be encouraged to choose only those fundraisers that work for their families and should be offered the alternative choice of making a cash donation in lieu of participating in fundraising activities.

III. The role of Woodland students in fundraising

- A. Minnesota PTSA Resolutions state, “If a selected fundraising activity involves the sale of a product, adults (parents, teachers, and principals) should be considered the primary fundraisers, not children. Pressuring children to sell merchandise or solicit sponsors through the use of high-profile incentives designed to appeal to a child’s material or selfish interest, rather than involving children in sharing in the goals of the fund raising, can be exploitative. The Minnesota PTSA opposes the exploitation of children.”
- B. Student prizes for fundraising goals or participation will be allowed on a limited basis, but should not be a focus of any fundraising project. To the extent practical, prizes should be awarded on a grade-level or school-wide basis and if awarded, no child should be excluded from participating alongside his or her peers in any prize because of a lack of participation in a fundraiser.

IV. The use of fundraising funds

- A. All funds raised through fundraising will be used for the benefit of the children and families of Woodland on a school-wide or classroom level basis, as approved in accordance with the below-listed guidelines.
- B. No funds raised will be used for the personal benefit of any staff member, individual student or family member of Woodland.
- C. Any parent, staff member or student at Woodland may present and are encouraged to present a request for funds. Requests should be made in writing by completing a Request for Funds form, with

supporting documentation regarding the need for funds and be presented to the principal, a PTA Board Member or in person at the PTA's pre-budget meeting in April, the annual PTA budget meeting in May or at any regularly scheduled PTA meeting.

1. Whenever practical, fund requests should be made at the pre-budget meeting held by the PTA in April of each year or the budget planning meeting held by the PTA in May of each year for the following year.
 - a. Examples of classroom or grade-level fund requests would be for, but shall not be limited to the following:
 - i. New technology equipment for the classrooms
 - ii. Classroom supplies
 - iii. Fieldtrip stipends
 - iv. Guest speakers/presentations for the classroom
 - b. Examples of school-wide fund requests would be for, but shall not be limited to the following:
 - i. School-wide technology equipment
 - ii. Media Center needs
 - iii. Stipends for staff salaries (i.e. technology integration teacher, volunteer coordinator, art teacher, web master, choir director, etc.)
 - iv. School-wide assemblies or speakers
 2. All additional needs for funds that arise during the school year should be presented at a general meeting of the PTA.
- D. The PTA will be responsible for making the final decision on how the funds are spent.
1. All parents and staff members of Woodland are encouraged to be active participants of the PTA by attending meetings, requesting meeting minutes (available in hard copy upon request or on the internet once approved), or voicing their opinions to Woodland's principal or any PTA Board member.
 2. The PTA Board (including Woodland's principal) will make the final decision on the approval/non-approval of fund requests at its pre-budget meeting in April, its annual budget-planning meeting in May, or at any other regularly scheduled Board meeting when needs arise outside of the April or May budget meetings, using the input from its members gathered at general PTA meetings.
 3. All items included in the annual PTA budget must have approval of the PTA membership at its first general meeting of the school year.
 4. If an emergency need for funds arises outside of the normal timeframe for approvals, the PTA Board shall

have the ability to approve the distribution of funds, by a majority vote of the PTA Board held in writing, with the results of such vote and fund approval to be made public at the next regularly scheduled PTA general meeting. Care should be taken to approve such emergency fund requests on a limited basis and only when the normal procedures for requesting funds could not be followed, due to no fault on the part of the person requesting said funds.

- E. The following criteria should be considered when deciding on the approval/non-approval of fund requests:
 - 1. Does the request offer a direct benefit to the children, staff or families of Woodland?
 - 2. Are there enough funds available to grant the request? If not, could a fundraiser be established to raise the requested funds?
 - 3. Is there enough information/documentation to support the fund request?
 - 4. Fund requests can benefit any group at Woodland (i.e a classroom, a certain grade level) or the school as a whole so long as the distribution of funds are made in an equitable manner and all groups within Woodland are afforded the opportunity for funds.
- F. The PTA President, or other designated PTA Board Member will work with Woodland staff, students and families to evaluate the needs of the school and ways to support the determined needs through fundraising activities.

V. Exception to Woodland Fundraising Guidelines

- A. The 5th grade class and fall 6th grade class will be allowed to hold a fundraiser for individual students to raise money for their 6th grade Audubon Camp experience. The following criteria should be considered when organizing these fundraisers:
 - 1. Is the product being sold appropriate for elementary-age students and their families, and can the families benefit from the product?
 - 2. What percentage of the sales will be returned to the student as profit?
 - 3. The 5th grade/fall 6th grade teachers are responsible for finding parent volunteers to coordinate the fundraiser. If they deem there is not sufficient interest, the fundraiser does not need to be held.
 - 4. Who, besides the school will benefit from the fundraiser? Though this fundraiser will not be considered a ‘PTA Fundraiser’, it will be required to follow the same guidelines listed below

- a. The Noncommercial Policy presented in Minnesota PTSA's Handbook states, "All PTA leaders must be scrupulous in avoiding either the practice or appearance of using their PTA affiliation for personal profit. For example, when a PTA needs to purchase insurance or contract for a specific service, such as printing or fund-raising, care should be taken to choose a vendor who is not affiliated with any PTA leader or member." Woodland will follow PTA's Noncommercial Policy; therefore, a fundraiser that would personally benefit a parent or staff member of Woodland Elementary (PTA member or not) should not be considered (unless all Woodland parents and staff are offered equal opportunity to benefit and the fundraiser does not involve selecting one parent or staff member and their services over another).
6. Has this type of product/fundraiser been tried in the past, and was it successful?

- B. The Audubon Camp Fundraising Committee and teachers will turn money and a detailed record of what each student earned through the fundraiser into the office resource manager (Nancy Goettl). The office resource manager will keep the money and the fundraising records until the Audubon Camp funds are needed.
- C. If a student moves away or chooses not to attend the Audubon Camp, the funds raised by that student will be distributed to others attending the camp according to the teachers or principals discretion.

(amended and approved October 5, 2004)