

The Community as Your Partner - How Can the Community Help Your PTA?

**Sponsorships, Partnerships, Donations, Foundations,
After School Programming, Community Education
Programs and Chambers of Commerce**

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What will I learn from this class?

- What's the difference between a Sponsorship and Partnership
- Why and how to protect your PTA brand
- How to get businesses to support your PTA
 - How to find
 - What they can offer
 - What is best for your PTA – money or product
- Other avenues to find funds
- How your School Foundation can help you
- How PTAs support after school programming
- How to share community education programs



Sponsorship vs Partnership

- A sponsorship exists when one entity provides financial support to another to achieve promotional advantages.
 - Usually for 1 event where their specialness ends there
 - The financial or in-kind support of an activity, used primarily to reach specified business goals.
- A partnership means each entity shares in the responsibilities, risks and earnings of a business arrangement.
 - Two or more individuals or groups working together towards a common goal. Each person or group contributes something of value in return.

What is your PTA Brand and Why should you Protect it?

What is Branding?

- Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.

What is the PTA Brand? What's Your PTA Story?

- A compelling story is not just a driver of marketing campaigns, but rather the engine underneath all successful companies. A great story gets people motivated to join you, to work on the product, and to get people to invest in the product.

Why do we need to protect that Brand?

Getting Donations

**Its easy as 1,2,3
Not.....?**



What should I ask for?

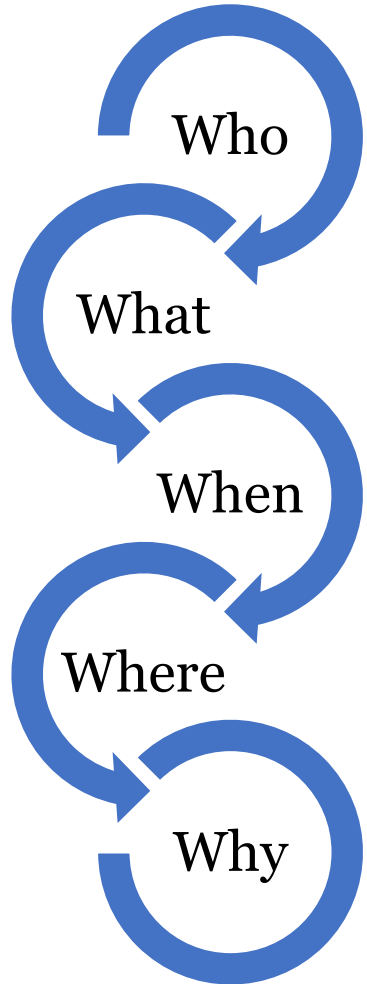
- **Support does not always mean cash!**
 - *Know what you want to ask for!!!!*
 - Merchandise
 - Supplies and Materials
 - Gift Certificates / Gift Cards
 - Services
 - Manpower
 - Matching Donations



The How To's:

- Plan your event at least 90 days out ... (Larger events will need even more time!)
- Give the business partner at least 60 days notice ... (Once again larger requests may need more lead time!)
- Send a written request ... (it's a great idea to deliver the letter in person, but don't go in at busy times)
 - Include The 5 W's
- **NOTE:** Sometimes asking last minute is ok! Remember to treat them as a **FRIEND** and not a piggy bank!

The 5 W's



- **The 5 W's**

- **Who you are ... (Don't forget to include the fact that you are a 501-3c not for profit organization) and define responsibilities**
- **What your request is for ... (Remember it's about the kids!) product specifics , incentives, ect.**
- **When your event is going to happen ... Timeline...start/end due date, pick up, action items**
- **Where the event will be ...**
- **Why the business should support this event ...(What's in it for them)
Focus on the cause/Goal**

Sample Letters

We offer sample letters to get you starting in asking for donations.

www.utahpta.org

1. Click on Commissions
2. Click on Community Engagement
3. Scroll & Click on sponsorships partnerships donations
4. Examples listed as PDFs
5. (also available in the EventLeaf App under this workshop)

The screenshot shows the Utah PTA website interface. At the top is a dark blue navigation bar with the Utah PTA logo and a home icon, followed by menu items: About, Leadership, Commissions, Programs, and Events. Below the navigation bar is a white header area with the text 'Welcome to Utah PTA!'. A dropdown menu is open under the 'Commissions' link, listing various roles: Utah PTA Commissioners Combined Focus, Community Engagement Commissioner, Education Commissioner, Family Life Commissioner, Health Commissioner, Individual Development Commissioner, Safety Commissioner, Student Leadership Commissioner, Digital Citizenship Specialist, Diversity and Inclusivity Specialist, Family Engagement Specialist, Male Engagement Specialist, Military Families Specialist, and Special Needs Specialist. Below the dropdown is a section titled '2021-2023 Slate of Nominees' with a sub-heading 'The Nominating Committee announces the slate for 2021-2023.' and a list of names and titles: President-elect - Corey Fairholm, Advocacy Vice President - LeAnn Wood, Secretary - Julie Cluff, Director of Leadership - Heidi Grimshaw, Director of Membership - Alexis Beazer, and Administrator Representative - Dr. Anthony Goarrey (Jordan School District). To the right of the dropdown is a main content area with several promotional cards. The first card is 'Teacher Appreciation Week' with the text 'It's more than just a week! All kinds of ideas are shared here'. The second card is 'Sponsorships and Partnerships and Donations' with the text 'Forming relationships with your community'. The third card is 'Come Play with PTA' with the text 'Discount events for Utah PTA members'. A blue arrow points from the 'Community Engagement Commissioner' link in the dropdown menu to the 'Sponsorships and Partnerships and Donations' link in the main content area.

How To's Continued:

- **Follow up with a phone call ...**
 - Be prepared to discuss all details of the event.
 - Ask if you can simplify fulfilling the request.
 - Get details on how your request will be fulfilled.
- **Take pictures during event and share on social media making sure to tag any partners, etc**
- **After the event, don't forget to send a detailed recap of how successful you were along with a thank you note (also make sure all partners, etc receive a tax donation letter for their records)**
- **Keep a detailed record of your event so that you can make improvements for next year.**

What Businesses Should I Contact? Which way should I go?

Local

- Restaurants
- Office supply
- Grocery stores

Big box

- State Entertainment
- Sports Teams



Come Play with PTA

<https://www.utahpta.org/come-play>



For Jazz, Stars, Bees and Vivint Smart Home Arena tickets,
Contact Mike Bingham, Senior Group Sales Account Executive,
mbingham@utahjazz.com or 801-325-7221



All matches will be held at Zions Bank Stadium: 14787 Academy Pkwy,
Herriman, UT 84096.

To purchase tickets please call or text Jesse Sanchez at 801.953.5537 or
email with questions at jesse.sanchez@warriorsrugby.com.

For more info on the Utah Warriors please visit:
<https://www.warriorsrugby.com/>



Utah Grizzlies: Contact Craig Handy to purchase tickets in advance.
Make sure to mention Utah PTA 801-988-8026 - or - chandy@utahgrizz.com
Offer CANNOT be redeemed at the box office.



Real Salt Lake (Sandy) and Real Monarchs (Herriman): Contact Scott
Reynolds, Director of ticket sales and services. synolds@rsl.com Office 385-
434-3126, Cell 801-259-6753 20% Off Match Tickets



Save Up To 35% on Your Orlando Vacation! **Orlando Employee Discounts**
offers Exclusive Pricing on Hotels & Vacation Homes in or nearby Disney
World and Universal Studios Orlando! Just click on the following link in order
to access your discounts. Use [utahpta](http://www.utahpta.org) as the username to access your
discount!
<http://www.orlandoemployeediscounts.com/member-login/?uname=utahpta>

Other types of donations

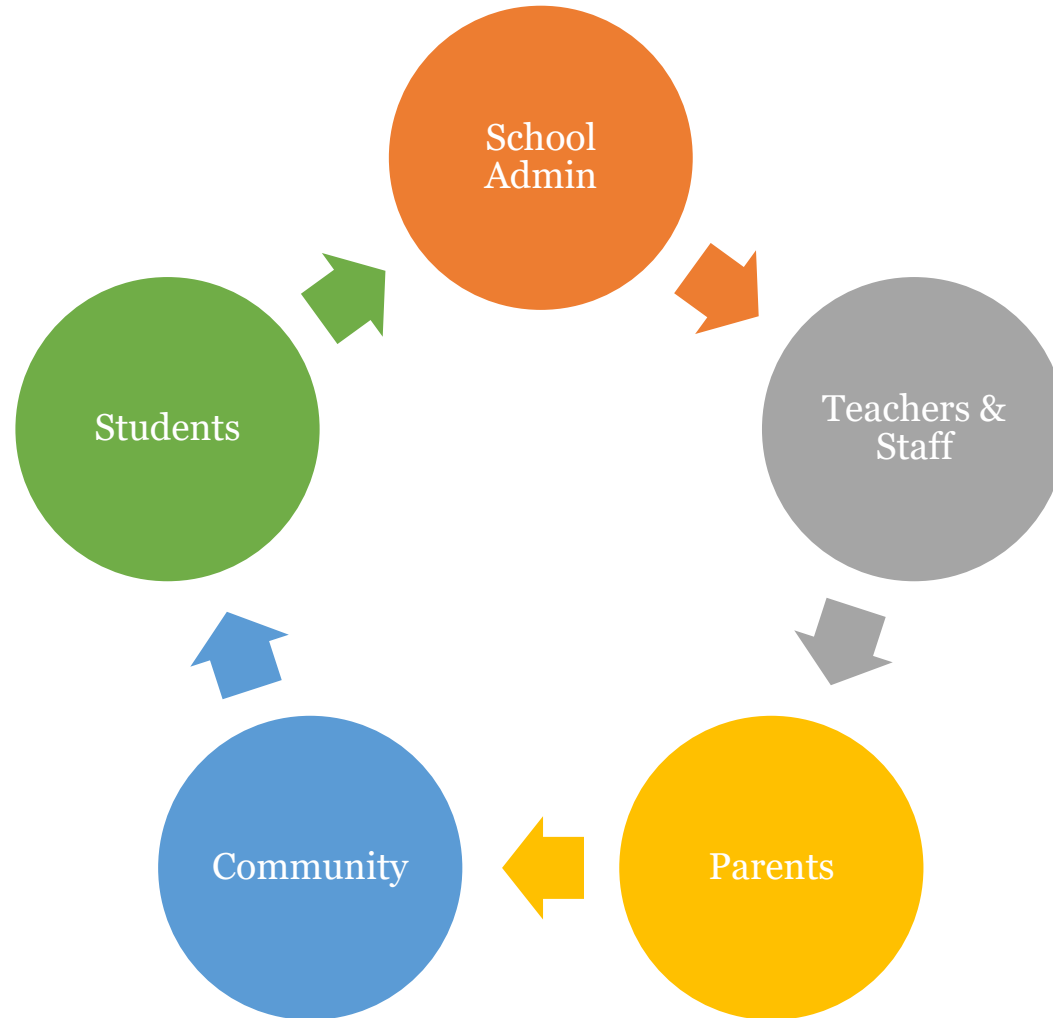
- % back events – Dinner Night Out or Spirt Nights
- % back with purchase through store cards – Smith’s, Target, Fresh Market, Amazon Smile
- Box Tops, Cartridges for Kids - \$\$\$ for each item
- Corporate Employee Give Back Programs – businesses that match donations and pay for volunteers hours for their employees (Walmart, Gap, JCPenney’s, Starbucks, etc)
 - The employee contacts their human resource department to see if they match non profit donations or pay the non profit for their volunteer hours. They will have a verification form.
 - <https://page.org/site/list-of-companies-with-matching-gift-programs>
 - Coupons – many restaurants will give freebies for drawings and membership drives
- What Else?

Fundraising

Best Practices for reaching your \$ GOALS



Involve



Announce

- Face- to- Face
- At the school
- In the Community
- Via email/text/Phone blasts
- Extended [national] contacts
- Explain your cause & your goal
 - Quickly, Clearly & Effective Emotional appeal.
 - Tell your story



Organize

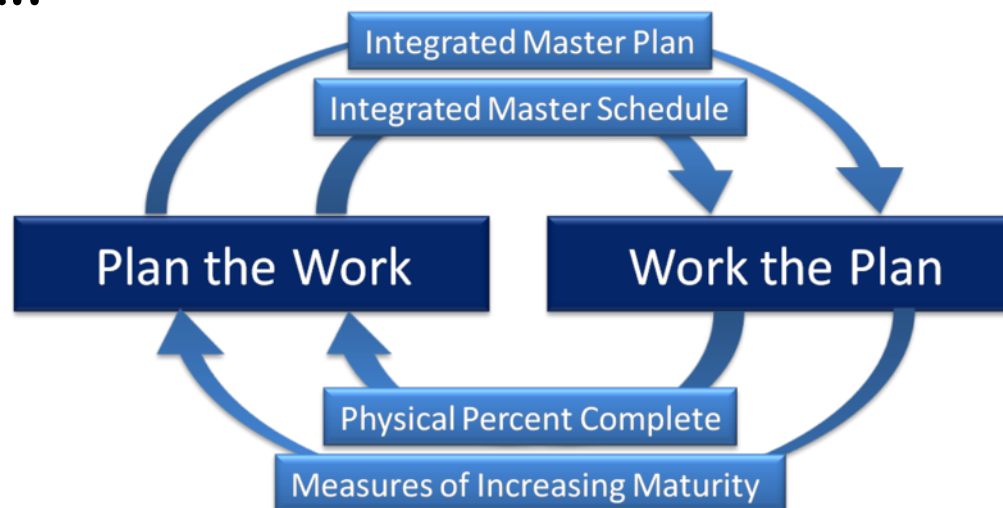
- Plan

- School, District, Organizational details/permissions
- Determine focus/products
- Structures for tracking, organizing, collection/distribution

Clear Instructions for all

The 5 W's

Integrity



Follow-up

- Regular Reminders
- Thank Yous to all
- Add to your Procedure Book, the good and bad
- Set up for success the next time!



Example of Sponsors

	Bronze \$500	Silver \$1,500	Gold \$3,500	Ruby \$5,000	Tech \$6,000	Diamond \$10,000	Platinum \$20,000
Participant Tote Bag Insert (Brochure provided by company)	✓	✓	✓	✓	✓	✓	✓
Logo displayed in program and on main screen at Convention	✓	✓	✓	✓	✓	✓	✓
Company link and logo on Utah PTA website and in virtual event software for one (1) year	✓	✓	✓	✓	✓	✓	✓
Company ad in Convention program	✓ quarter	✓ quarter	✓ half	✓ half	✓ half	✓ full	✓ full
Complimentary booth		✓ 1	✓ 1	✓ 1	✓ 1	✓ 2	✓ 2
Inclusion on Bingo card		✓ 1 day	✓ 1 day	✓ 1 day	✓ 2 days	✓ 2 days	✓ 2 days
Display of company literature or business cards at other Utah events					✓	✓	✓
Time given at General Member- ship Meeting at Convention						✓ 5 minutes	✓ 10 minutes
Added value of sponsorship level			Pen in attendee tote	Lanyard for each attendee	Wifi or Event App Sponsor	Logo on attendee tote	Logo on attendee tote plus brochure incentive

Making what you offer to sponsors and donors gives a clear picture of what you will mutually do for each other.

This is just an example of what we offered as Utah PTA. This changes as our needs change and so should yours.

How does the School District Foundation help my PTA?

- **School District Foundations are: privately operated, nonprofit organizations established to help provide additional educational support and assistance to the schools within that district**
- **What do they do to help PTAs?**
- **Vet fundraising companies**
- **Facilitate large donations to the school**
- **Offer information and training specific to your school district**

After School Programs

- Quality after-school programs promote academic success and positive social relationships – National PTA Resolution on After School Programs
- Many SDs have after school programs in place on a district level
 - Check with your school office manager or district messaging system
- PTAs can create their own programs
 - Student Clubs at HS and MS/Jr High levels
 - Choirs and other music programs
 - Chess, robotics, lego leagues, etc
- PTAs can partner with for profit companies
 - Mathnasium, Ski School, Karate, Art Programs, Boys and Girls Club, County Rec Programs, etc

Community Education Programs

- Most School Districts offer Community/Continuing Education Programs. Many mail a paper/flyer once a semester with offerings available. Classes will include adult education and well as opportunities for students.
- Many Community Colleges offer the same types of programs
- PTAs may offer any type of program that will benefit their community. Ideas include: English, Parenting Classes, etc
 - My favorite was a Dad that taught hair braiding classes to other dads!
 - <https://www.boredpanda.com/dad-does-daughters-hair-teaches-others-emma-philippe-morgese/>

Chambers of Commerce

- <https://www.uschamber.com/co/chambers/utah>

Questions?

Sponsors

PLATINUM



SILVER



GOLD



OTHER



Follow Utah PTA



Facebook

Groups you can join:

- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils



Twitter



Pinterest



YouTube



Instagram

Utah PTA One Voice App

Sponsors

