

1. Can we let a company donate in money or items for an event and sponsor that event only?
  - Absolutely, follow the sponsorship guidelines and don't promote or endorse the company, and here is an example from Issaquah High PTSA: <https://app.peachjar.com/flyers/600186/schools/35373>
  - We are also aware that many times, insurance agents or companies may have some monies to use toward marketing and would possibly sponsor events or programs or even just your PTA, so ask around.
2. How can we recognize a larger donation from a respected community business?
  - You can add their graphic on your website, etc. thanking them for donating to your PTA. An example is from Issaquah Valley PTA: <http://ivepta.org/Home>
3. Can we sell ads in our printed directory? Anywhere else?
  - Of course, you can. Many schools have had printed directories and have sold ads. Some PTAs that have printed directories include Cougar Ridge PTSA or Liberty High PTSA who could answer any questions you may have about selling ads. Be sure not to promote or endorse.
  - Why not have parents put 'ads' in a promotion program or graduation slideshow to congratulate their students? Elementary schools sometimes do 'love letters' to their students for various events.
4. How can we include our community partners and increase membership at the same time?
  - Have you thought about adding a Business/Community Membership at a reduced rate to your membership options? About half of the Issaquah PTSA Council PTAs have these types of membership ranging around \$10-15 per business or community individual. Membership would not include access to the printed or online directory.
5. Can we solicit sponsors or in-kind donations for our auction?
  - You know you can! Check out Sunset PTA auction info on their home page for a great example: <http://sunsetsockeyepta.org/Page/Auction2019/SunsetAuction2019>
  - Maple Hills PTA, Newcastle Elementary PTSA, and others also have auctions
  - Just be careful to thank your sponsors and not endorse them or promote them.
6. Do you know of any other PTSAs that have unique fundraising campaigns or ideas?
  - Yes, please look at Issaquah Valley PTA who has this interesting "ask" campaign: <http://ivepta.org/Page/Fundraising/Cougar%20Campaign>
  - Or this fundraiser by Apollo PTA: <http://apollopta.ourschoolpages.com/Page/Programs/Fall%20Fundraiser>
  - This parents' night out from Challenger PTA: <http://challengerpta.org/Article/View/Karate-West-Parents-Night-Out-2>
  - This Newcastle Elementary PTSA teacher event: <http://newcastleptsa.org/Article/View/Mr-Miller-s-Holiday-Hair-Cut>
  - Sunny Hills PTA has afterschool movies: <http://sunnyhillsppta.org/Page/Fundraising/After%20School%20Movies?GoBackUrl=%2fPageManager%2fViewAll>
  - Many schools do window clings, yard signs, Orange Ruler/walkathons, color runs, popcorn Fridays, logo wear or spirit wear sales, etc. to fundraise.
  - Don't forget passive fundraising like Fred Meyer Community Rewards, Amazon Smile, eScrip, TargetRED Card, Box Tops for Education, toner cartridge recycling, corporate matching, etc.
7. Do you have any examples of partnering with a company to receive a portion of sales?
  - How about with Kaplan or Huntington for SAT/ACT practice tests and classes?
  - You can do a Scholastic or Usborne book fair.
  - Why not do a dining for dollars day: pick a restaurant (MOD Pizza, Corner Bakery, HopsnDrops fka HopJacks, etc.) who provides a portion of the proceeds or partner to bring a company to you (like Jamba Juice) that sells at school/ptsa events and provides a portion of the proceeds.
  - Make sure you are not endorsing the company you partner with.
8. What about food donations?
  - Yes, please solicit food donations from your local grocery store, restaurant, fast food joint, etc., and use the in-kind donations for your staff luncheons, meeting snacks, staff appreciation week, etc.

**THANK YOU SPONSORS!**