

McKenzie PTA Executive Board Meeting Minutes

August 20, 2015 - Final

Attendees:

Rebecca Lieber – President
Christi Harrison – President Elect
Christine Peterson – Secretary
Michele Epps – Assistant Secretary
Sarah Fox – Treasurer
Elizabeth Jensen – Treasurer Elect
Kristin Bowie – VP, Fundraising
Kim Peters – VP, Communications
Amanda Doblin – VP, Room Parents
Emily Spectre – Parliamentarian
Amy Gelwix – VP, Community Outreach

I. Welcome/Purpose of Meeting – Rebecca Lieber

Rebecca Lieber called the meeting to order, distributed the agenda, and described the purpose of the meeting. The purpose of the meeting was to discuss how the McKenzie PTA will move forward with fundraising in light of the fact there will not be a Benefit for the 2015-2016 school year, as all efforts to find Benefit Chairs have been exhausted. Rebecca stated that a sub-committee was formed to establish a way to find the fundraising needed, communicate the need for fundraising, and create a financial plan for the new model. Tonight's meeting is to discuss these plans.

II. Introduction of iGNITE and Recommendations of Sub-Committee:

a. Enrichment and Communications Plan/Timeline – Kim Peters

Kim Peters addressed key talking points of the new fundraising campaign, called iGNITE, which is the District 39 branding campaign for Enrichment. Kim also described the marketing plan and passed around examples of flyers and marketing materials. See attached iGNITE documentation for talking points and additional details. Kim also passed around documentation that will be made available on the McKenzie PTA website.

Kim discussed the rollout timeline (attached). We will be getting the message out and communicating with parents about the iGNITE program during the remainder of August and in September. The fundraising kickoff will begin in October.

b. Fundraising – Kristen Bowie

Our fundraising goal is to fulfill our enrichment budget. We are striving for 100% participation, however the financial analysis is based on approximately 60% participation the first year. Kristen said she believes Harper and Central average over 70% participation.

The group discussed ways of building support and participation. One item discussed was the possibility of communicating donation amounts relative to cost of attending the benefit (ticket, clothing, babysitter, bidding on auction items). We will not be distributing special campaign magnets to donors. McKenzie's only magnet will be the existing one.

Kristen indicated in addition to the iGNITE campaign, we will likely have an annual parent party that will support community building and will fundraise on a smaller scale or for a specific need, ie Learning Commons or other school gifts. We will need to find a PTA chair for the parent party.

c. Financials – Sarah Fox

Sarah Fox presented a financial analysis (see June minutes) she prepared for a “non-benefit” scenario. Based on the analysis, with 488 students, the subcommittee is recommending an ask of \$125 per student.

Sarah stated that every year we will continue to evaluate our budget and all other sources of fundraising in order to determine the appropriate fundraising ask for that year.

III. Discussion – All

We discussed timing of a vote. The subcommittee is recommending that we bring this fundraising program to a vote in the General PTA meeting, and we decided we will inform everyone about iGNITE and the fundraising model change via an email on September 1st (drafted by the PTA and sent by Dr. Welter). We will then present the program change at the September 8 PTA General Board meeting, followed by moving for a vote to adopt the new McKenzie fundraising model.

Rebecca asked those board members who were not on the subcommittee if they had any questions or concerns with the recommendations of the sub-committee. Each board member responded positively about the new model and the detailed approach, rollout and marketing plan.

Rebecca reiterated that a key part of the communication is that we are aligning and shifting to the model the entire district is using. This model also helps us to keep our expenses down relative to hosting a benefit.

We reached group consensus that we will enable donations as soon as the model is approved at the September 8 General PTA meeting. Rebecca stated that the 3 ways to donate are: (1) Write a check and either email or deliver it to McKenzie front office, (2) donate online, or (3) send a check via Backpack Express.

Based on group discussions, Kim Peters updated the rollout timeline (as attached), and the October 1st kickoff has been moved to September 9th.

Kim Peters asked about who would send the tax donation letter to people who donate. Rebecca stated she would find out who is responsible for this at other schools. Rebecca also showed us the letter that Harper uses, which is a general form letter instructing donors to write in their donation amount. The board agreed we would use Harper's letter format and would distribute the letters via email.

IV. Miscellaneous

Kim Peters raised that we need to post the May and June Exec Board minutes. We determined that the May minutes were approved during the June meeting, and the June minutes were circulated by Brenda Werth and approved by the Exec Board via email. Rebecca asked Chris Peterson to send them to Janet Langdon to upload to the PTA website.

V. Vote

- a. **Vote to approve the recommendations of the sub-committee** – It was moved and seconded to approve the recommendations of the sub-committee and to move forward with the approved rollout plan. The motion was approved unanimously.
- b. **Vote to approve \$500 expenditure for campaign promotional materials** – It was moved and seconded that we approve a \$500 expenditure to move forward with developing marketing and promotional materials for the iGNITE campaign. The motion was approved unanimously.

VI. Conclusion/Next Steps

Meeting was adjourned at 9:15 pm. Next meeting will be at 9:15am the first week of September (Update: Meeting now set for September 1st).



McKenzie iGNITE Campaign

August 2015

Key Talking Points

1. Enrichment means: **Curriculum enhancement programs**. This will now be called **iGNITE**.
2. **iGNITE** was the result of the District 39 branding campaign for our enrichment programs.
3. **iGNITE's** mission statement: iGNITE is dedicated to finding and bringing our students exciting, multi-sensory programs and activities that accelerate a passion and depth of learning.
4. Our program's core focus areas are to:
 - Enhance curriculum-based learning.
 - Build skills that drive characteristics of successful learners.
 - Promote social and emotional awareness
5. **iGNITE** programs include: Field trips and transportation, speakers, scientists- and artists-in-residence, authors, musicians, museum admissions, theater tickets and more.

Promotional Material options:

- Website
- Email blast
- Facebook
- Monitor/Cheetah Chat
- Poster-\$
- Flyer
- Yard signs-\$

-Banners-\$

-Promotional Materials approximate amount-\$500

Timeline of Rollout:

August

Date	Event	Communication Materials	Owner
Aug. 18	New Teacher/Staff Talks-Educate teachers on iGNITE		Rebecca
Aug. 20	Presentation to Exec Board	Mock up of flyer & poster	subcommittee
Aug. 20	Email blast from Dr. Welter "PTA Welcomes You Back To School..." (Announcing iGNITE and Look for more info at the Welcome Back Coffee.)		Kim Peters to send to Dr. Welter
Aug. 21	Update iGNITE page under Enrichment on the Website		Kim and Janet
Aug. 24	Facebook Announcement (when website is complete)		Kim to send
Aug. 25	New Family Orientation	flyers/poster	Kim to print posters/flyers Rebecca to give presentation
Aug. 26-27	Welcome Back Coffees-Table for iGNITE	flyers/poster	Kim to print posters/flyers Robyn at table
Aug. 28	First Monitor of school year		Comm submission- Robyn
Aug. 28-Sept. 4	Have information on the lobby TV monitor (screen shot of website)		Kim

September

Date	Event	Communication Materials	Owner
Sept. 1	Email blast from Dr. Welter announcing iGNITE linking to website, invite to Sept. 8 meeting and attach .pdf of flyer		Kim to send
Sept. 2	Room Parent Meeting	Flyers	Robyn or Amanda to present on iGNITE
Sept. 8	PTA Gen Board Meeting- Powerpoint presentation	Flyers	Robyn to introduce iGNITE, Kristen to review new fundraising model and Sarah to go over the "ask" amount.
Sept. 9	Launch Donation button on website	Donation form	Janet & Sarah
Sept. 9	Hang banners in front & back of school		Kim
Sept. 10	Volunteer Orientation	Flyers	Robyn presents on iGNITE
Sept. 11	McKenzie Monitor		Kristen or Robyn submits comm request for iGNITE donations
Sept. 13	Ice Cream Social	Have a table w/ posters & flyers iGNITE nametags?	
Sept. 17	New Parent Reception	Poster/flyers iGNITE nametags?	

October

Date	Event	Communication Materials	Owner
Oct. 12	If needed, send flyer home through backpack express (w/ ask amount) or send another email blast		Kim
Oct. 13	PTA Gen Board Meeting-bring laptops for donations	Status update	Rebecca

