

# SEASIDE CONSORTIUM

## Fundraising Committee

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### ROLES AND RESPONSIBILITIES

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Mission: The Fundraising Committee will support the mission and vision of our school and the many additional expenses that occur from being a Waldorf-inspired charter school. Chosen members of this group will bring strong knowledge of marketing, fundraising, communication, networking, sales, planning, and or strategy.

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#### Fundraising Committee Composition

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11 members: 1 Board Member; Superintendent; 1 Administrator; 3 Teachers or Staff (1 from each school); 6 Parents from the community (preferably 2 from each school with each of the PTO/PTA Fundraising Chairs represented)

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#### Desired Fundraising Committee Member Skill Sets

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|----------------------|---------------------------|
| Fundraising          | Networking                |
| Marketing            | Sales                     |
| Non-for-profits      | Knowledge of Google suite |
| Planning / Strategy  | Social Media              |
| Advertising          | Communication             |
| Jacksonville Network | Waldorf Network           |

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#### Fundraising Committee Member Expectations

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- Attend and participate in monthly Fundraising Committee meetings
  - Create funding goals and monitor process
  - Assist in promoting fundraising events as needed (via Social Media, Networking, etc)
  - Assist in fundraising event development from strategizing to event day set-up/clean-up
  - Create and maintain calendar of events in conjunction with the Community Life & Engagement committee
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#### Time Commitment

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- 5 - 10 Hours per Month
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#### Fundraising Committee Responsibilities

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- Develop an annual calendar for the committee's activities, including critical dates, milestones for PTO/PTA's, parents, teachers, and leadership team
- Review all previous year fundraising activity and make recommendations for improvements for new fiscal year

- Review balance of Festivals (community building, not for profit) and Fundraising events (to raise money for the school) to make sure we are appropriately engaging our community in conjunction with the Community Life and Engagement committee
- Track and report progress toward fundraising goals to the Board
- Work with accounting team to monitor funds
- Develop relationships with current and prospective donors/funders and develop individualized strategies to cultivate or strengthen those relationships
- Build and maintain universal school store
- Continuous review of new funding sources

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## Fundraising Committee Goals

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Goals as of June 2020 are as follows:

- Form strong committee
- Start monthly meetings
- Build 2020/2021 fundraising plan & goals
  - Continue Annual Giving Campaign?
  - Determine major fundraising event(s)
  - Look into existing Amazon Smile
  - Build universal school store
  - Employer matching gift programs
- Work with Community Life & Engagement Committee to coordinate resources and schedule event(s)
- Look at budgetary needs of schools
- Build a bridge between committee and all (3) PTO/PTA groups

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## Committee Reports

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Monthly updates/progress reports for board:

- Members
- Events
- Funds raised toward goal