

# Welcome to 2022 Leadership Convention

Session will begin soon



# Donations and Partnerships made EASY!

Kris Denison Community Engagement Commissioner  
Staci Smith Valley View Elementary Council

# What will I learn from this class?

- What the difference is between a Sponsorship and Partnership
- Why and how to protect your PTA brand
- The 5 W's
- 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

# 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

**It's 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, etc.
  - 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

# -How to's and 5 W's Example-



**Valley View Elementary PTA**

941 Orchard Drive, Pleasant Grove, UT 84062  
801.610.8121 valleyviewhawks@gmail.com  
Organization: 501c3

August 18, 2019

Tom Stuart Construction

To Whom it may concern,

I am writing on behalf of Valley View Elementary PTA to establish a partnership with you. We are requesting for Tom Stuart Construction to donate a Ruth's Chris gift card to our school fall carnival silent auction that will be held on October 21, 2019 at our school. This event is held to benefit the students, parents, teachers, staff, and community as a thank you for everything that is done in the lives of the children at Valley View Elementary school. This is also a fundraiser for the PTA to enable us to do more programs in the school. Such programs include: accelerated reading that we just sponsored \$4,000.00 for and we are actively working towards getting a new sound system to support the love of the arts.

Should you make this donation, Valley View PTA would recognize your business in the school newsletter, school social media accounts, and if the donation(s) exceeds \$150, a lawn sign would be made to promote your business at our school carnival. The item is needed by October 7, 2019. If you choose to make a monetary donation or gift card to a different restaurant, we would happily accept. Items we need for this event are: donations for our silent auction, food/concession donations, blow up activity donations and entertainment.

We will provide a donation receipt letter with the PTA's tax exempt ID number for your records.

If you would like to contribute and to schedule a pickup of the item(s) or have any questions or need further information, please contact me at (801) 888-8888 or at personalemail@gmail.com. On behalf of the students, parents, faculty and PTA of Valley View Elementary, thank you for your consideration.

Sincerely,

Staci Smith  
Valley View Elementary PTA President

Facebook page: "Valley View Elementary School"  
Instagram: @valleyviewpta

**Dates:** At least 60 days out to give businesses plenty of time to consider the donation. Also, the date in which we need the donation is listed.

Request is in a written form. Find out how your donation needs to be submitted. Is that the store manager? Online form to fill out? Corporate? Marketing manager? Call the store to get information. Ask for the marketing manager and work from there.

**5 W's:**

**Who are you?** And where they can find you? Social, email, phone etc.

**What is your request for?**

**When is your event happening?**

**Where the event will be and I also include the Why/Purpose of the event as well as other donations we are looking for so they can see what needs we have.**

**What is in it for them? Why should they donate to you?**

**Other info?:**

I am asking for a specific purpose, but I will also take anything they are willing to give me.

Some businesses need a tax donation letter. Also, I try to create the easiest way for them to donate. Yes, I am driving all over town to pick up items (so be prepared to do that).

I give them my personal contact info so they can contact me if they have questions.

**GIVE THANKS!! ALWAYS thank them even for just considering to donate.**

# 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.**

# Follow Up Timeline

- If the business HASN'T responded:

Send another email after 1-2 weeks asking if they have received your first email. Sometimes it goes to junk mail AND find another way to contact them.

Example: I originally sent an email with my letter attachment. My follow up email goes something like this, "Hi! I sent an email about 2 weeks ago regarding a donation request but I haven't heard back. I am just following up with you to see if you have received it. If the information got lost let me know and I would be happy to resend it. Thank you for considering our request." Or reply to first email so it is automatically attached.

2nd way to contact: call the store and ask for the store manager. "Hi! I am Staci from VV Elem, I sent an email regarding a donation request. I haven't heard back so I was wondering if my information was correct. I emailed [product@request.com](mailto:product@request.com). Is that the best contact or do you have another contact I can try?

You can follow up again in another 1-2 weeks if you still haven't heard from them.

# Follow Up Timeline

- If the business HAS responded:

If they will donate, keep in contact with them and gather the details of WHAT they will be donating, WHEN you will receive it and HOW you will receive that product. Follow up 2-3 days before you are supposed to receive the donation to make sure they remember. Thank them as much as you can! Everyone loves appreciation.

If they won't donate what you asked for, ask if there is anything they would like to donate, plates/napkins, \$5 gift card, promotional code to get their name out to our school community or if you have a future event in mind, ask them if they would consider donating to that event.

DON'T GIVE UP! :)





# Pictures of event/Thank you letter



## Valley View Elementary **PTA**

941 Orchard Drive, Pleasant Grove, UT 84062  
801.610.8121 [valleyviewhawks@gmail.com](mailto:valleyviewhawks@gmail.com)  
Organization: 501c3

November 4, 2019

Tom Stuart Construction

Tom,

Thank you SO much for donating the 3-\$100.00 Ruth's Chris gift cards to our silent auction. It was a huge hit and your support means so much, not only to the school, but to the kids you are helping have greater opportunities.

Here at Valley View Elementary, our goal this year for 2019-2020 is to fund enough money to replace the sound system in our gym to support the love of the arts as we put on a musical production every year. We are also looking to raise enough money to support the cost of accelerated reading plus the programs PTA provides throughout the school year. With your generous donation, we were able to reach our goal. We are very grateful to you as you chose our school to contribute to. You truly have made a difference.

As promised, we created a lawn sign to promote your business during the school carnival. We also promoted your donation on the silent auction papers and advertised your business in our school newsletter, PTA board at the school + tagged you on our social media accounts.

We hope to be able to partner again with you in the future.

As a token of our appreciation for your generous partnership,  
I have enclosed a gift on behalf of Valley View Elementary PTA.

Sincerely,

Staci Smith  
Valley View Elementary PTA President

Don't forget to follow our social media pages:



Facebook page: "Valley View Elementary School"  
Instagram: @valleyviewpta



# Other ways to contact businesses:

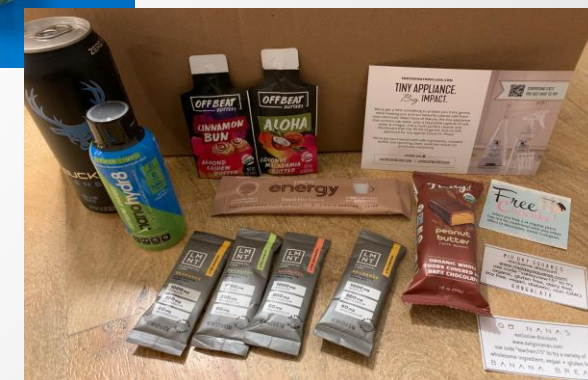


Instagram: I just collected gifts for Teacher Appreciation and this PTA convention. I messaged my favorite accounts I follow and asked them if they would donate. Some referred me to an email address, or website, others communicated through IG.

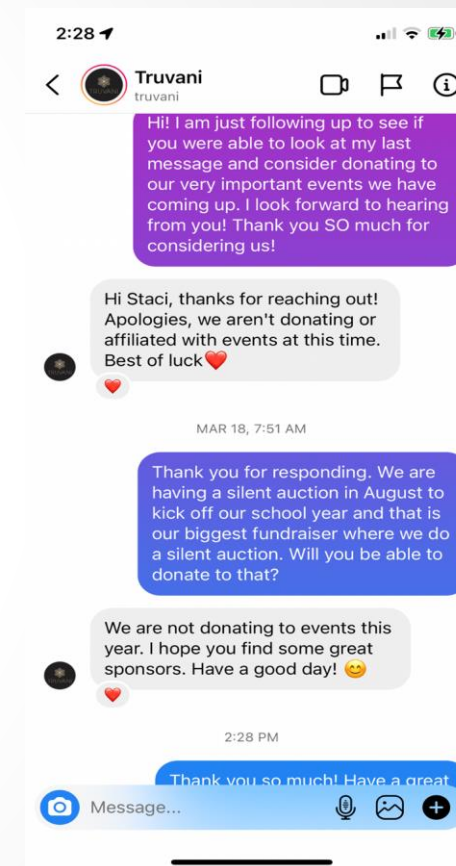
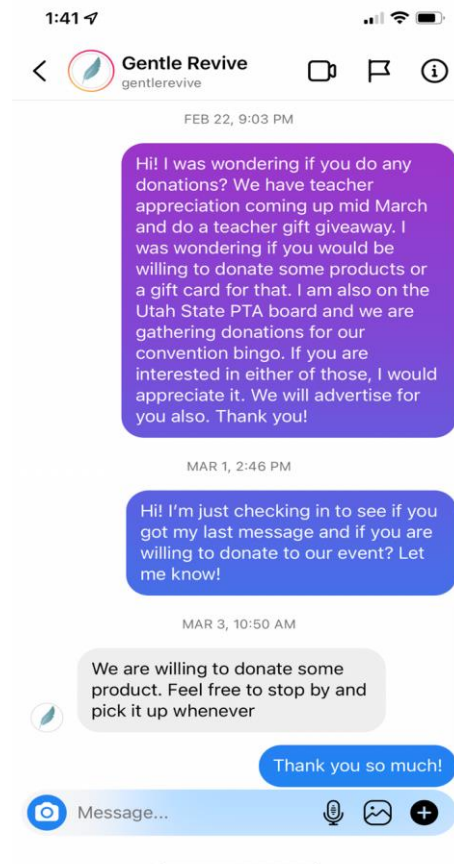
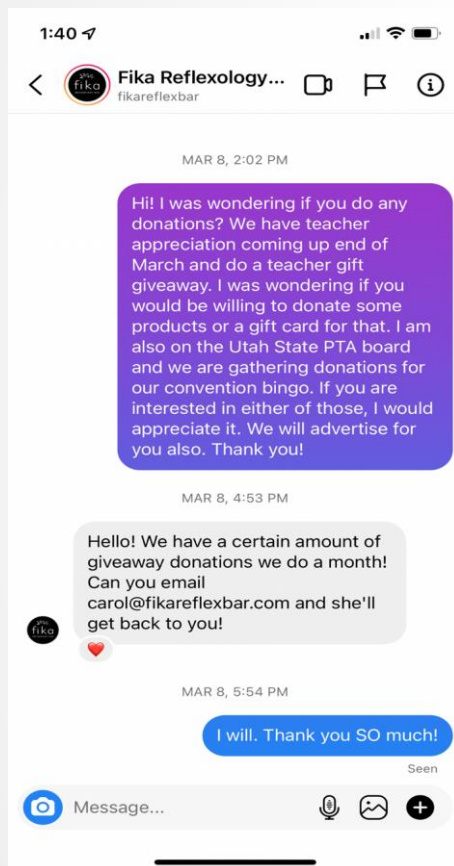


Some companies donated samples so we made a "swag bag" for all the teachers/staff.

All of this was donated through Instagram contacts.



# Samples of Instagram messages





# Keeping track of messages/donations

	A	B	C	D
1	ITEMS RECEIVED:	DONATED BY:	CONTACT INFO:	RECEIVED?:
2	Bag of protein powder + recipe book	Clean Simple Eats	hello@cleansimpleeats.com	Yes
3	Free teeth whitening trays + bleach (make app	Crosspointe Dental	@ Damon Swenson FB msg	Yes
4	Obagi skincare set	Gentle Revive	@gentlerevive IG	Yes
5	Hoodie + 2 signed CD's	Gentri	@caseycelliott IG	Yes
6	T-shirt + 2 CD's (1 signed)	Gentri	@caseycelliott IG	Yes
7	Blush, lip gloss, lip velvet	Shine Cosmetics	chandler@shinecosmetics.com	Yes
8	Blush, lip gloss, lip velvet	Shine Cosmetics	chandler@shinecosmetics.com	Yes
9	Stanley Cup + \$20 swig giftcard	Anonymous		Yes
10	Minky Adult sized blanket	Minky Couture	donations@minkycouture.com	Yes
11	Minky Adult sized blanket	Minky Couture	donations@minkycouture.com	Yes
12	2 Utah Valley Parade of Homes tickets	UVP	@uvparade IG	Yes
13	Disneyland ticket (set of 2)	VV PTA		Yes
14	Disneyland ticket (set of 2)	VV PTA		Yes
15	Real Monarch tickets (4 tickets)	Scott Reynolds	sreynolds@rsl.com	Yes
16	Real Monarch tickets (4 tickets)	Scott Reynolds	sreynolds@rsl.com	Yes
17	4 Season Passes to Splash Summit	Andrea Meyer		Yes
18	4 Season Passes to Splash Summit	Andrea Meyer		Yes
19	6 day passes to Splash Summit	Andrea Meyer		Yes
20	6 day passes to Splash Summit	Andrea Meyer		Yes
21	Elite Vacation Certificate	Elite Island Resorts	cspence@eliteislandresorts.com	Yes (print them)
22	Elite Vacation Certificate	Elite Island Resorts		Yes (print them)
23	Elite Vacation Certificate	Elite Island Resorts		Yes (print them)
24	Elite Vacation Certificate	Elite Island Resorts		Yes (print them)
25	Elite Vacation Certificate	Elite Island Resorts		Yes (print them)
26	Large blanket	Goosebumps Shop	@goosebumpsshop IG	Yes
27	Flapjacks waffle mix + 2 muffin cups	Kodiak Cakes	@kodiakcakes IG flapjacks@kodiakc	Yes
28	2 tickets to Tuacahn amitheater	Tuacahn	phumphries@tuacahn.org	Yes (Mary Poppins or Wonderland)
29	Signed CD, Coasters, bracelet, sunglasses, pe	Mat and Savanna Shaw	info@matandsavannahmusic.com	Yes (added Scera theater tickets)
30	4 Pillows + Duvet cover	Remedy Design	Bailey 406-927-2600 bailey.elemei	Yes
31	4 Pillows + Duvet cover	Remedy Design	Bailey 406-927-2600 bailey.elemei	Yes
32	2 Pillows + Duvet cover	Remedy Design	Bailey 406-927-2600 bailey.elemei	Yes
33	Dutch Energy Perk Canister + Frother	Perk Energy	ambassadors@perkenergy.com	Yes
34	Force of Nature Starter kit	Force of Nature	@forceofnatureclean	Yes
35	Force of Nature Starter kit	Force of Nature	@forceofnatureclean	Yes
36	Force of Nature Starter kit	Force of Nature	@forceofnatureclean	Yes
37	Salt Cave Session	Purify Wellness Center	@purifywellnesscentewr	Yes

37	Salt Cave Session	Purify Wellness Center	@purifywellnesscentewr	Yes
38	Hale Center Theater Sandy tickets "singing in t	Ashley Dean	ashleyd@hct.org	Yes
39	Hale Center Theater Sandy tickets "singing in t	Ashley Dean	ashleyd@hct.org	Yes
40	Hale Center Theater Sandy tickets "singing in t	Ashley Dean	ashleyd@hct.org	Yes
41	Hale Center Theater Sandy tickets "singing in t	Ashley Dean	ashleyd@hct.org	Yes
42	protein + pre-workout	Just Ingredients	just.ingredients@outlook.com, emily@	Yes
43	face serum + dry shampoo	Just Ingredients	just.ingredients@outlook.com, emily@	Yes (added Blox gift card)
44	Pura home smelling device	Tom Stuart Construction	Staci Smith	Yes
45	Ruth's Chris gift card \$100	Tom Stuart Construction	Staci Smith	Yes
46	2 musical vouchers	Scera Theater	april@scera.org	Yes
47	Signed football + 2 tickets	University of Utah Football	rmoffitt@huntsman.utah.edu	91€ Yes
48	Original Fawn bag	Fawn Design	hello@fawndesign.com	Yes
49	Mini tote Fawn bag	Fawn Design	hello@fawndesign.com	Yes
50	Free float	True Rest Provo	@truerestprovo	Yes
51	Hale Center Theater Orem ticket voucher			Yes
52	Gift basket	Doterra	rbeenfield@doterra.com	Yes
53	IV treatment	Fika infusion	@fikainfusion	Yes
54	Liquid Vitamin D	Josh Redd	julyn@redriverhealthandwellness.com	Yes
55	\$60 gift card Fika Reflexology	Fika Reflexology	carol@fikareflexbar.com	Yes
56	HAVEN'T RECEIVED YET			
57				
58				
59				
60				
61	SMALLER ITEMS RECEIVED			
62				
63	Gift card for free 4 box	Blox Desserts	@bloxdesserts IG	Yes (added to Just Ingredients face ser
64	Her power	Mixers	@mixhers IG	Yes
65	A dozen mini cookies	Mr. Rad's cookie studios	@mrradscokiostudios IS	Pick up day before
66	1 loaf of Sourdough bread	Scott's bread	@scottsbread	Pick up day before
67	\$25 gift card to Sand Trap Cafe at Hobble Cree	Brent Simons	801.369.0772	Yes
68	Freeze dried big hunk, bit-o-honey and jolley r	Plant Kandy	@plant_kandy	Yes



## Other ways to contact businesses/gather donations:

Think outside the box. People/businesses want to donate especially to education purposes because it is a tax write off for them.

- A friend that has their own business and wants to get their name out there
- Your employer
- A business wouldn't donate to you but you know someone that has a personal connection with them. Have them ask/gather the donation
- Instagram/Facebook accounts you follow
- Local businesses
- Ad's for businesses you see in magazines or coupon calendars etc,
- Ask people who they know
- Go to networking events

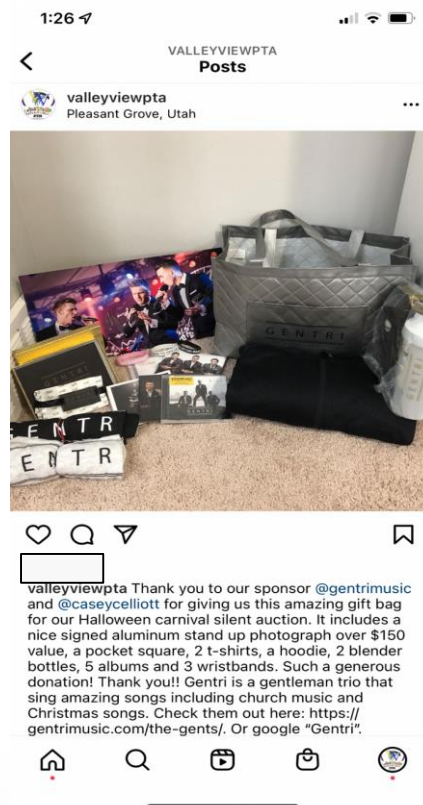


# Thank your sponsors:

Tag them in  
Instagram Stories



Post in your school group  
and tag the business/donor.



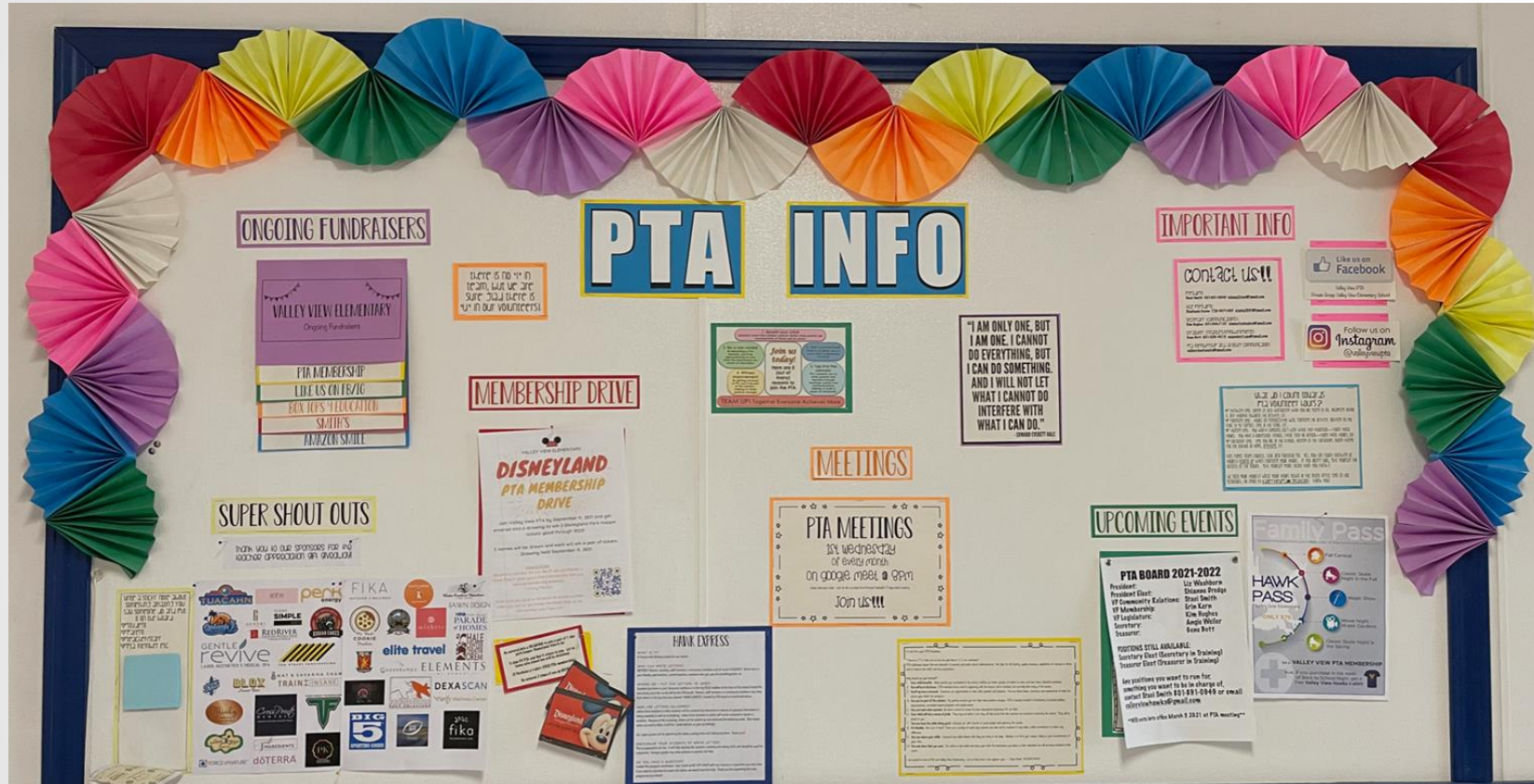
What you promised when asking for  
donations. Our yard sign at carnival.





# Thank your sponsors:

School PTA board or any place you  
advertise business sponsors.  
If you don't have a place, get one!





# Thank your sponsors:

PTA/school  
newsletter

PTA NEWSLETTER: March 15-20th

A huge shoutout to our sponsors for the PI day event: Walmart and Sam's Club for the mini pie's and BYU's Math program for the math swag. We hope you all had a great time at our drive through event. The winner's of the PI digits memorization will throw pie in Principal Campbell's face during lunch on Friday the 19th. Thank you for supporting the PTA!

Great Artict Program:

Letter or card mailed to sponsor.  
Can include small coupon as a thank you.



**Valley View Elementary PTA**

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801.610.8121 valleyviewhawks@gmail.com  
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November 4, 2019

Tom Stuart Construction

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As a token of our appreciation for your generous partnership,  
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Sincerely,

Staci Smith  
Valley View Elementary PTA President

Don't forget to follow our social media pages:



Facebook page: "Valley View Elementary School  
Instagram: @valleyviewpta

Poster at PTA events



# Sample Letter Donation

[Local School Letterhead]

[Date]

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

[Your School Name] PTA wants to thank you for your donation of [add name and amount of donation] for [Name of the Event] which was held on [Date of Event].

Your company's help made our [name of event] a great success. (add in some details of how their contribution was used and the children that it affected.)

Sincerely,

[Your Name]  
[Title]  
[Contact phone]  
[Email address]



# Sample Thank You

[Local School Letterhead]

[Date]

[Recipient Name]

[Title]

[Company Name]

[Street Address]

[City, ST ZIP Code]

Dear [Recipient Name]:

[Your School Name] PTA wants to thank you for your donation of [add name and amount of donation] for [Name of the Event] which was held on [Date of Event].

Your company's help made our [name of event] a great success. (add in some details of how their contribution was used and the children that it affected.)

Sincerely,

[Your Name]

[Title]

[Contact phone]

[Email address]

# “Come Play with PTA” Letter



Dear Business Owner

Utah PTA is a non-profit grassroots child advocacy association made up of parents, teachers, and students. It is the largest child advocacy association today. Some purposes of PTA include promoting the welfare of children and youth; raising the standards of home life; promoting collaboration and engagement in the education of children and youth; and engaging the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

As part of our 'Come Play With PTA' program, we invite businesses to provide a discount or special offer for PTA families in exchange for being listed on the Utah PTA website.

How it Works;

1. Local Businesses provide a special discount or savings specifically for PTA members. This could be a 10% Off, 2 for 1, a BOGO savings, a free dessert with a meal, small gift from your gift shop, etc.
2. The special will be listed on the 'Come Play With PTA' section for all PTA families to access.
3. The business receives statewide exposure to PTA families via the Utah PTA website.

If you are interested in participating in the 'Come Play With PTA' program, please contact me at [Kris@utahpta.org](mailto:Kris@utahpta.org). I will need your business name, contact name and information (email and phone), logo, and details about your offer.

Sincerely

Kris Denison

---

Kris Denison UT PTA  
Community Engagement  
Commissioner

Benefits for PTA families:

- Access to savings statewide.
- Convenient listing of family friendly businesses in any area where they are traveling.

Benefits for partner businesses:

- Year round advertising to thousands of families statewide.
- Capture the business of families visiting from out of town who are unfamiliar with the local area.

Benefits for schools:

- Increased parent engagement in the school

Benefits for local PTA units:

- Increased membership



# Come Play with PTA



## Come Play with PTA

Another BENEFIT to MEMBERSHIP!

Visit [www.utahpta.org/come-play-events](http://www.utahpta.org/come-play-events)  
to find the most up-to-date offers!

When families play together they build relationships!

This sheet is designed to help local PTA leaders set up their own events with  
our "COME PLAY WITH PTA" Partners.

For **Jazz, Bees** and **Vivint Smart Home Arena** tickets, contact Mike Bingham,  
Senior Group Sales Acct. Executive, [mbingham@utahjazz.com](mailto:mbingham@utahjazz.com) or  
801-325-7221



**Utah Grizzlies** Contact to purchase tickets in advance. Make sure to mention  
Utah PTA. Contact Spencer Hess 801-998-8007 or 614-499-0803  
[shess@utahgrizzlies.com](mailto:shess@utahgrizzlies.com)

**Real Salt Lake and Real Monarchs** Contact Scott Reynolds, Director of ticket  
sales and services [sreynolds@rsl.com](mailto:sreynolds@rsl.com) Office 385-434-3126, Cell 801-259-6753



Save Up To 35% on Your Orlando Vacation! **Orlando Employee Discounts**  
offers exclusive pricing on hotels & vacation homes in or near Disney  
World and Universal Studios Orlando! Just click on the following link in order  
to access your discounts. Use [utahpta.org](http://www.utahpta.org) as the username to access your  
discount! <http://www.orlandoemployee discounts.com/member/login/?username=utahpta>



**Utah Warriors** All matches will be held at Zions Bank Stadium: 14787  
Academy Pkwy, Herriman, UT 84096. To purchase tickets please call or text  
Emily Harker or email with questions at 541-537-0286  
[emily.harker@warriorsrugby.com](mailto:emily.harker@warriorsrugby.com). For more info please visit:  
<http://www.warriorsrugby.com/>



**Clark Planetarium:** contact Tim Glenn at 801-468-1234 or [tglenn@slco.org](mailto:tglenn@slco.org).

**Hogle Zoo:** contact Guest Services for group discount rates at (801) 584-1700.



**Got an Idea for a Discount to bring families together???? Give a shout out to  
[kids@utahpta.org](mailto:kids@utahpta.org)**

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

## Local

Restaurants

Office supply

Grocery stores

## Big box

State Entertainment

Sports Teams



# Other types of donations

- % back events – Dinner Night Out or Spirit Nights
- % back with purchase through store cards – Smith's, Target, Fresh Market, Amazon Smile
- Box Tops, Cartridges for Kids - \$\$\$ for each item
- Sucker Sales
- 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://www.1800runaway.org/wp-content/uploads/2016/08/corporate-match-directory.pdf>
- Coupons – many restaurants will give freebies for drawings and membership drives
- What Else?

# Fundraising

- **Best Practices for reaching your \$ GOALS**



# Involve

- School Administration & Staff
- Teachers
- Parents & PTA
- Community
- Students



# Announce

- Face- to- Face
- At the school
- In the Community
- Via email/text/Phone blasts/social media
- 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 You's to all
- Add to your Procedure Book, the good and bad
- Set up for success the next time!





# 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**



# Chambers of Commerce

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

# Questions?



# 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

# Sponsors

