



# Fundraising for Programs, Programs for Engagement

HILLSBOROUGH COUNTY  
COUNCIL PTA/PTSA

02/17



# Today's Agenda

- Fundraising: Direct and Passive
- Programs: Students, Caregivers, Community
- Questions & Answers

# Today's Presenter

04/17



## **VALERIE LICATA**

Title One Chair & West Region Rep, HCC PTA/PTSA

HILLSBOROUGH COUNTY COUNCIL PTA/PTSA



# Fundraising

## **DIRECT**

A-thons, Crowdfunding, Catalog Fundraisers

## **PASSIVE**

Memberships, Spirit Wear, Spirit Nights,  
Business Partnerships

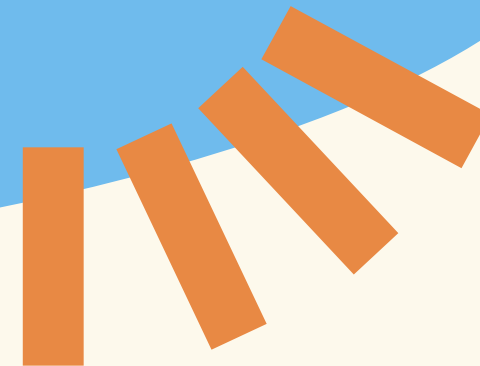
## **DIRECT**

You need to provide a GOAL and REASON  
for your fundraiser. Make this clear to your  
membership

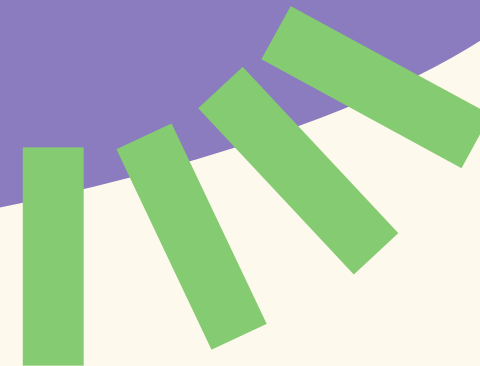
## **PASSIVE**

This can help with 'operations' and in some  
cases fully fund a program

**How are you  
fundraising this  
year?**



**Why are you  
fundraising this  
year?**



# Programs

The WHAT in our WHY.

## Student Programming

engaging students one PTA  
program at a time

Citizen of the Month, Mental  
Health, Scholarships

## Caregiver Programming

connecting home and school one  
PTA program at a time

Internet Safety, FSA 101 for  
guardians, Parenting Tips

## Community Programming

connecting school and community  
one PTA program at a time

Voter Registration, Helping Hands,  
Forums on 'Hot topics'



# Understanding your PTA needs and goals

## **HOT TOPICS**

Is there something 'all the buzz' at your school? Turn it into a program!

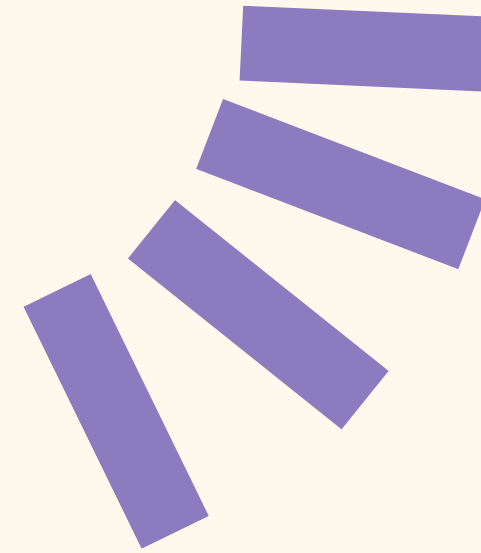
## **TALK TO YOUR TEACHERS**

They're a FANTASTIC resource for student and school needs. They also make amazing partners.

## **IT'S OKAY TO HAVE FUN**

Some programs are just meant to be fun, let loose and build those connections





# MemberHub



HILLSBOROUGH COUNTY COUNCIL PTA/PTSA



Thanks for attending!

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