

Meeting summary for HV Parent Club Monthly Meeting (11/21/2024)

Quick recap

The Parent Club meeting covered various aspects of fundraising, including the success of the Redwood Gala, ongoing efforts to reach their annual goal, and strategies to increase participation and donations from families. The team discussed upcoming events such as the Readathon, restaurant fundraisers, and potential collaborations with local organizations, while also addressing volunteer management and communication strategies to engage the school community. Additionally, the meeting touched on administrative matters, including budget approvals, account management, and scheduling for future events like the spring run and the 2025 gala.

Next steps

- Martina and Emily to create graphics showing fundraising progress and where money goes.
- PC (Parent Club) to send out Giving Tuesday email to current families and alumni.
- David and Martina to prepare fundraising snapshot for room parents.
- Katie to confirm date for Santa Cruz Warriors fundraiser game.
- PC to coordinate restaurant fundraisers with Warriors game date.
- Martina to update bank account signers and prepare options for moving funds.

Summary

Redwood Gala and School Updates

In the meeting, PC expressed gratitude to everyone who supported the Redwood Gala, particularly the teachers and Michelle Stewart for generously donating parties. PC also thanked Paige and Surf City Line Dancing for their contribution to the event. Michelle added her appreciation for the parent-teacher conferences and the upcoming office move. Carly announced the shift of the School Board meeting due to new rules and welcomed David as the new School Board member. Martita provided a financial update, though the specifics were not detailed in the transcript.

Fundraising Goal and Gala Event Discussion

In the meeting, Martita discussed the fundraising goal for the year, which was initially set at \$85,000 but might be on the high side due to the last year being Michelle Conway's last year. She mentioned that they had a gala event that raised about \$12,500 net after expenses, and they were still waiting for a few more expenses to be submitted. Martita also mentioned that they had commitment sheets and employer matches that raised \$13,100, and corporate sponsorships that raised \$5,900. She suggested sending out a reminder to families about year-end giving and possibly sending an email blast to the alumni group. The team also discussed the idea of putting up a thermometer at the school to show how close they are to reaching their fundraising goal. Sarah suggested making the thermometer waterproof and placing it at the bottom for visibility. The team agreed to revisit the idea after the winter break, as they would have more commitment sheets and a better understanding of their fundraising needs.

Parent Club Fundraising and Goals

The parent club discusses the fundraising goals and sources for the upcoming school year. Michelle explains that while state funding will cover some arts and music expenses, additional funds are needed to maintain the current programs and staff. The group acknowledges having a financial reserve that could cover one year's expenses if needed, but aims to raise enough to sustain programming without depleting reserves. The discussion highlights the importance of communicating the value of parent club contributions to the school community and encouraging broad participation, even with small donations. Decisions are made to share fundraising updates with current families and room parents.

Balancing Contributions and Participation

Sarah and Carly discussed the challenges of tracking family contributions to the school, noting that some families contribute in different ways, such as through volunteering or spending at events like the gala. They expressed concern about pushing too hard for commitment sheet participation, as it might not feel good for those contributing in other ways. Martita suggested rewording the message to encourage higher participation, regardless of the form it takes. dstahl proposed using data to acknowledge the significant financial contributions from a small number of families and nudging others to contribute more. The team agreed on the need to balance acknowledging the contributions of a few families with encouraging participation from others.

Visualizing Fundraising Progress for Families

The meeting discusses ways to communicate fundraising progress to families. Emily suggests using a visual representation like a pie chart or thermometer to show anticipated revenue from different sources like the Readathon and corporate sponsorships. This would give families a holistic picture instead of just stating a low number of contributing families so far. Daisy agrees that visuals and reminders are helpful for busy parents, and emphasizes recognizing both financial and volunteer contributions. The group aims to nudge families to fulfill commitment sheets while acknowledging different giving capacities.

Boosting Parent Volunteer Participation

The team discussed strategies for increasing parent volunteer participation. They agreed on the need for a more detailed list of volunteer opportunities and suggested creating a Google volunteer sheet or using a sign-up genius for each event. The idea of forming a committee or subcommittee to manage volunteer participation was also proposed. The team emphasized the importance of reminding parents of the value of their time and talents in supporting the community. The next focus was on the upcoming Readathon, with plans to start collecting volunteers.

Strategies for Boosting Donations and Hours

The team discussed strategies to encourage more donations and volunteer hours for the school. Martita proposed creating a graphic to show where the money goes, while PC suggested using percentages instead of the number of families to soften the data. Michelle suggested replacing the broken slide as a goal for donations, and Sarah proposed correlating the dollar amount with specific school needs. Emily suggested allowing people to self-report their volunteer hours, which could be added to the parent survey. The team agreed to start collecting data on volunteer hours to have a baseline for future years.

Parent Club Updates and Gala Plans

In the meeting, PC discussed the continuation of a conversation and the need to move along due to time constraints. Emily offered her graphic design skills to Martina, and Katelyn humorously suggested Emily could also be the social chair. PC mentioned setting up an Instagram account and managing the parent club's Facebook, with plans to invite everyone to join. The discussion also touched on the Redwood Gala, with PC reminding everyone about the golden ticket winner and the parking spot. PC also mentioned working with Michelle and Katie on the 'Keeper of the Hawk' award. Katelyn noted that they need to decide on a date for the 2025 gala. Lastly, PC expressed uncertainty about the merchandise order, as Tricia was not present to provide an update.

Yearbook, Restaurant Fundraisers, and Warriors Event

The meeting discussed various topics, including the yearbook project, restaurant fundraisers, and a potential event with the Santa Cruz Warriors. Lindsay Doolan agreed to work on the yearbook again, with a budget of \$3,750. The Parent Club approved this expenditure. PC also initiated restaurant fundraisers, with the first one scheduled at Mountain Mike's Pizza on January 24th and another at Chipotle on March 8th. Katelyn proposed coordinating a game with the Santa Cruz Warriors on March 6th, which could potentially be combined with a restaurant fundraiser. The team agreed to consider this idea.

Scheduling Events and Banking Account

The meeting discussed scheduling for various events, including a spring run, a field work day, and the gala for 2025. Katelyn suggested a date for the spring run, possibly on a Friday after school or on a weekend to include alumni siblings. The team also discussed the gala, with Katelyn reaching out to Bargetto for available dates. The meeting also touched on the need to update the signers for the banking account and consider options for the account, with Martita suggesting keeping it at BMO. The next meeting was scheduled for a few weeks later.