

## 2nd VP - Fundraising

### Second Vice President – Fundraising Job Description (updated January 2010)

The 2nd Vice President (VP) is responsible for maintaining the Central PTO Fundraising Mission and to recommend, if needed any fundraising program changes to help raise funds to meet the yearly PTA budgeted income goals.

#### 2010/2011 Fundraising Mission

To evaluate fundraisers based on their dollar performance and man-hours needed. Evaluate fundraising conditions and add/subtract fundraisers as economic conditions dictate ensuring programs benefiting all students are fully funded. Explore passive fundraising opportunities to allow parents to volunteer for more curriculum based, parent-teacher all school activities.

I. The 2nd Vice President (VP) is responsible for two key areas:

**Fundraising Committees:** Develop a plan/calendar to coordinate all fundraising activities across the school year. Advise and assist the Fundraising Committee Chairs with their respective programs. Ensure the fundraising programs, approved by the PTO executive board, meet the guidelines as recommended for the current school year. As needed, keep President informed and provide an overall fundraising update at the monthly general membership meetings.

**Grant Writing:** Develop a long-term vision for incorporating grant writing into the PTO fundraising efforts as appropriate. Advise and assist the Grant Writing Committee Chair with potential grant opportunities. Work with the President and the PTO board to share potential grants that support PTO programs and to gain approval for moving ahead with a specific grant.

II. General Duties:

- Coordinate all fundraising activities
- During the spring officer transition, develop a plan/calendar to communicate the timing and type of the fundraising programs, for input to the district calendar as well as a parent communication flyer for the beginning of the school year. This will help avoid overlap of any fundraisers or services (i.e. Book Fair, Original works, Innisbrook, 100% Fund, etc.)
- Work with the President and Treasurer to understand and to ensure that the PTO financial goals and budgeted income/fundraising targets are met
- Work with the Treasurer to track income on a regular basis. As needed provide a recap at the monthly PTO meetings to ensure fundraising goal is achieved based on the above mission

- Advise and assist Fundraising Committee Chairs with their respective programs that are in place and approved by the PTO board for a given school year
- Prepare communication as needed for passive fundraisers that don't have specific committees (i.e. Target)
- Encourage communication of the following programs as "services" not necessarily marketed as "fundraisers"; Original Works (children's Art), Book Fair, School Supplies (school supplies is not a fundraiser) and Spirit wear
- As needed, provide input to President for website communication of "overall" fundraising activities. Individual Fundraising Committee Chairs should provide their own communication to the 2nd VP and when available to the general membership at the monthly PTO meetings
- If additional fundraising is needed, evaluate and make recommendations to the Board and the general membership for fundraisers. Ensure there is balance and variety across the fundraisers offered to the membership, such as; the Central 100% Fund, passive programs (Target cards, BoxTops), catalog product sales (Innisbrook, Original Works Art and special interest (Pavers, Book Fair, etc.)
- Work with Fundraising Committee Chairs to gain input to projected income targets for the following school year. Provide input at the Budget Committee meeting

### III. Board Committee Participation:

- Participate as a member of The Philanthropy Committee. This committee meets in May to determine which philanthropic projects will be funded and in what amount
- Participate as a member of the Budget Committee. This committee meets in June or July to formulate a budget for presentation to the membership at the September PTO meeting

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