

Second Vice President – Fundraising And Philanthropy Job Description

Overview: The 2nd Vice President (2nd 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 PTO budgeted income goals. The 2nd VP is also the chairman of the Philanthropy Committee and coordinates the allocation of philanthropy monies, solicitation of philanthropy ideas and requests, and in some instances, is responsible for the purchasing of items funded through philanthropy. The 2nd VP is also responsible for keeping track of all philanthropy purchases during his/her term(s). A detailed list of General Duties is contained below. *See* Article IX, Section 3 of the Central PTO Bylaws.

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.

Responsibilities: The 2nd VP is responsible for three key areas:

1. 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.
2. 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.
3. Philanthropy: Serve as chairperson for the Philanthropy Committee; report to the membership the recommendations of the Philanthropy Committee; work with school staff to coordinate purchase of items approved by the Philanthropy Committee and the PTO membership for which school personnel are responsible; and order or purchase items, or arrange for contracts/services, to fulfill the approved philanthropy recommendations. Track philanthropy purchases.

General Duties:

- a. Coordinate all fundraising activities
- b. 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.)
- c. Work with the President and Treasurer to understand and to ensure that the PTO

financial goals and budgeted income/fundraising targets are met.

d. 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

e. 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

f. Prepare communication as needed for passive fundraisers that don't have specific committees.

g. Encourage communication of the following programs as "services" not necessarily marketed as "fundraisers"; Original Works (children's Art), Book Fair, School Supplies, and Spirit Wear. This may change from year to year as fundraising goals are evaluated.

h. 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

i. 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 Auction, the Central 100% Fund, passive programs (Target cards, BoxTops), catalog product sales (Innisbrook, Original Works Art) and special interest (Pavers, Book Fair, etc.)

j. 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.

k. Solicit philanthropy requests and ideas. This is accomplished in April by circulating a philanthropy request form to the teachers and staff at Central. The Principal will circulate the form to the teachers and staff; the Principal will also approve philanthropy requests from the teachers and staff before submitting these requests to the 2nd VP. This ensures all requests are in line with the curriculum. The 2nd VP will advertise and make philanthropy requests forms available to the general PTO membership. The 2nd VP will also announce the timing and solicitation of philanthropy requests at the April meeting.

l. Chair to the Philanthropy committee. The committee shall consist of the incoming President, the immediate past President, the incoming Treasurer, the immediate past Treasurer, the Second Vice President(s), the Third Vice President, and two general members appointed by the President. In March, the 2nd VP should ask the President to appoint two members to the Philanthropy Committee. In April the 2nd VP should meet with the President and the Principal to discuss any requests. The 2nd VP should ask the Treasurer to give an estimate of the funds left in the PTO checking account that will not be expended, less a \$600 carryover, and less outstanding obligations. The 2nd VP should schedule a meeting of the Philanthropy Committee in late April or early May, so that the committee's recommendations can be voted on at the May PTO meeting. The Philanthropy Committee shall meet to determine which philanthropic projects will be funded and in what amount. A majority of the members shall be required to conduct business. The Philanthropy Committee shall make recommendations for the expenditure of funds not obligated at the end of the fiscal year, excluding a \$600 carryover. After the meeting, the 2nd VP should prepare a written report to be presented to the PTO

membership. The Philanthropy Committee will present its recommendations to the membership at the May or June meeting.

m. May be responsible for purchasing items that were approved by the PTO the previous spring. Requests that come from the teachers or administration are usually purchased through the District Office, and the PTO account is later billed for those items. In other cases, the Philanthropy Chairman will research and purchase the items (for examples, digital cameras, fans for classrooms, boom boxes, etc.). If the item was previously approved by the PTO, no further vote is needed to expend the money.

n. Keep a file of requests that may come from teachers, the principal, or from PTO members throughout the year. Emergency requests can be considered and voted on at a PTO meeting, but most requests are held until spring.

o. Track all philanthropy purchases, working with the treasurer as needed, for the duration of his/her term.

p. Notify in writing or by e-mail those individuals whose requests were approved, or work with the Principal to notify the teachers and staff. Information about items that need to be purchased by the PTO directly should be given to the new 2nd VP.

q. The 2nd VP participates 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

Updated March 2012. This job description should be updated, as necessary, both on the website and in the paper file.