Peer School-to-School Fundraising Playbook

Ensuring equity across SFUSD through school and community fundraising partnerships

SFUSD

SPARK SF Public Schools

✦ Spark Equity ✦

As the fundraising arm of San Francisco Unified School District (SFUSD), Spark SF Public Schools believes that the power of partnership is essential to ensuring that each and every child in SFUSD receives the quality instruction and equitable support required to thrive in the 21st century.

The Peer School-to-School Fundraising Program was formed to provide opportunities for parents, PTAs, principals, and schools to come together around a buddy system model of fundraising to address inequities across the district by activating school communities. Knowing the positive impact PTA fundraising can have on a school, and with the understanding that not every school in SFUSD has a PTA, Spark piloted a successful peer-to-peer model for schools to raise funds for a partner school other than their own.

We hope that you will join Spark SF Public Schools in our commitment to equity across SFUSD by participating in the Peer School-to-School Fundraising Program.

✦ <u>Learn more about why the Peer School-to-School Fundraising Program was created.</u>

"Collaboration models are so important as they demonstrate how school communities can come together to support one another."

-SFUSD Principal

"I got involved because I wanted to make a difference in our community. I heard some schools didn't have sufficient resources, while also seeing how much PTAs at schools such as my own were able to raise funds for their schools. Thus, I wanted to take the momentum I felt amongst school parents to improve their community, and encourage them to raise funds for another SFUSD school."

-SFUSD Parent

How to Get Involved ✦

Share the School-to-School Program with your School's Community

- Introduce the program to your school's parents, PTA, and principal to ensure there is interest and support.
  - ✦ Start early to allow enough time to identify a partner school and build a relationship. This can take several months.

Explore and Establish a Partnership

- If you do not have a partner school already, talk to your school's principal, teachers, PTA, and parents about identifying one. Spark can also help facilitate partnerships.
  - ✦ Prior to reaching out to a potential partner school, learn about them; view their website, social media, etc.
  - ✦ Reach out and connect with the potential partner school's principal to share the program and explore their interest in partnering.
  - ✦ Learn if the school has a PTA or other parent/teacher advocate groups, and their capacity for collaboration.
- If you are a school that would benefit from fundraising support and would like to be a partner school that receives funding, please email Spark (info on page 3).

Identify a Need and Create a Fundraising Campaign

- Together, identify and discuss needs the school has that are suitable for a fundraising campaign.
  - ✦ Think of things that are one-time costs as opposed to ongoing costs from year-to-year. As much as possible pick tangible needs.
  - ✦ Prior successful fundraisers include: building a play structure, setting up a STEM lab, purchasing supplies, and filling a one-time gap in a salary.
- Identify a fundraising goal, and what funds raised will be used for.
  - ✦ Set a goal that is attainable.
  - ✦ Name the campaign, e.g., "Save Our School Garden".
  - ✦ Create giving levels and describe what a gift at each level can do in relation to your campaign, e.g. $50 will purchase X number of Y school supplies; $100 will pay for the cost of a membership to a museum, etc.
- Decide on a campaign start and end date.
- Write a summary of the identified need.
  - ✦ Make the need compelling and urgent – tell the story of what will happen if the need isn't met.
- Additionally, if you are hosting a fundraising event, invite your partner school principal (and any other partners) to attend and present at the event.
- Explore other ways you and your partner school might collaborate, such as.
  - ✦ Supporting a partner school in establishing a PTA (if they do not already have one) was another unexpected collaboration that grew out of a recent partnership.

Connect with Spark SF Public Schools to Create a Campaign Webpage

- Once a partnership has been established, and a campaign objective identified, connect with Spark to share the project and collaborate on setting up a campaign

✦ = a helpful Spark tip!

webpage (additional details about the process can be found [here](#)). Using the information and elements shared, Spark will design a donation page.

- Make a plan to get the word out: identify your networks and how and who will communicate with them: email, social media, text to donate platform, etc.

- Spark will provide updates about donations received once the campaign is active.

- If the campaign is related to an event, share the webpage with your school networks prior to, and at, the event.

    - ✦ A helpful suggestion from a past successful campaign is to turn the campaign web page into a QR code to include on marketing materials.

- At the end of your campaign, share stories of success and impact with Spark. How did the funds raised help your school as a whole, or individual students, teachers, classrooms?

- Check in with Spark about the total raised. Spark will support with acknowledgements and tax receipts, and will transfer the funds raised to your school's district budget.

    - ✦ There are processing fees for the Stripe payment platform (3% - 4% per transaction). Donors have the option to cover the fee at check out (if they choose not to, that amount is deducted from the total raised).

    - ✦ Spark charges an administrative fee (4.31%) equal to the CA Department of Education LEA allowable indirect rate to ensure fiscal accountability and support for your campaign.

About Spark SF Public Schools

Spark is a nonprofit 501(c)(3) organization dedicated to building private philanthropic partnerships in support of SFUSD to ensure that each and every child receives the quality instruction and equitable support required to thrive in the 21st century. To learn more about Spark please visit our [website](#). You can also visit the SFUSD [website](#) for more fundraising resources provided through the SFUSD Fund Development Office.

Please contact Katie Sammon at sammonk@sfusd.edu if you have questions about the program.

"It's an important step toward greater equity within the SFUSD school community, and San Francisco as well."

-SFUSD Parent

Case Study

The following is an example of a successful partnership between Chinese Immersion School at Deavila and Redding Elementary School...

✦ Sharing the Program

- Two parents heard about the program and shared it with their school community to gauge interest and ensure there was support, which there was!

- They reached out to Spark SF Public Schools in February to learn more about the program and decided to incorporate it into their May school fundraising event.

✦ Exploring and Establishing a Partnership

- A conversation with their school's principal led to their eventual partner school, and through emails and virtual meetings, they introduced the program to the partner school, explored their interest, and developed a plan for collaboration.

✦ Identifying a Need and Creating a Fundraising Campaign

- The parents deferred to the principal at their partner school to best identify a need and campaign goal. They decided on fundraising to purchase a play structure and set a goal to raise $15,000. Any remaining funds would go towards establishing a future STEM lab.

- To deepen the connection, the principal at the partner school attended and presented at the gala.

"Spark made it so easy for us to partner and raise funds."

-SFUSD Parent

✦ Connecting with Spark SF Public Schools

- After solidifying a partnership and identifying goals, the parents reached out to Spark again to share the campaign, and Spark created a donation webpage.

✦ Sharing the Campaign

- They launched the fundraiser a week before the event, incorporating outreach for it in messaging about the gala, and also promoting it at PTA hosted events.

- Spark processed donations and provided updates about progress towards the fundraising goal.

- The campaign remained active for a week after the event, and in the final days, came very close to the original $15,000 goal, raising over $14,000.

- When the campaign ended, Spark processed all donor acknowledgements and tax receipts, and tallied donations received.
  - Once the transfer amount was finalized, the principal completed a district budget setup form identifying where the funds were to be loaded, and Spark placed the donation on the Board of Education's meeting agenda for acceptance and transferred the funds to the district, and the school moved forward with purchasing the play structure.