

# Pine-Richland School District Alternative Revenue – Planning Document

## **Foundations from our strategic plan**

Budget and Fiscal Affairs Subcommittee Goal: Explore alternate sources of funding

- Expand alumni relations through the Pine-Richland Opportunities Fund (PROF).
- Collaborate with PROF on fundraising initiatives.
- Investigate Corporate Sponsorships.
- Pursue grant opportunities that align with the district’s strategic plan.

Beliefs to guide our process

- *Partnership* - Parents and community members are partners in education and valuable resources to our students.
- *Quality* - In our people, places, processes, and programs – we expect excellence throughout.
- *Respect* - A safe learning environment is free from substance abuse, bullying, and other destructive behavior.
- *Citizenship* - Well-educated students mature into independent, active, and responsible citizens.

## **Policy**

Policy 913.1 - Advertising and other Commercial Activity on School Property

Policy 702 – Gifts, Grant, Donations

## **Areas to Pursue:**

Pine-Richland Fundraising Event

- Held several meetings to gauge interest from the community:
  - Met with PROF on December 4th
  - Met with Elementary PTO presidents on Feb. 8<sup>th</sup>
  - Met with Key Communicators on Feb. 25<sup>th</sup>
- Establishment of planning committee
  - Gathering list in March of interested individuals to participate on a committee to further plan the event.
  - Plan to hold first meeting in April to discuss viability of event.
- Early Goals of the Event
  - Establish fundraising priorities
    - Sustainable Revenue, hold event every year
    - Direct funds toward educational programs
      - Reading and Math Support, Training for Teachers, STEAM Initiatives
    - Goal to raise at least \$100,000

## Marketing/Advertising

- Registration of Logo and Pine-Richland name
  - Owen Kenny to file forms for registration
  - Next steps will be discussed in operational services
- National Firms
  - Listened to a webcast for unite4revenue
  - Searching other companies, but most are not reliable
- Phone discussion with Market Street Sports Group
  - Marketing partnerships with local businesses and school districts
  - Based in Harrisburg, not interested in expanding due to hands on nature
- Met with proSource on March 5<sup>th</sup>
  - Works with Butler regarding sponsorship, Seneca for public relations support
  - Will provide brief proposal including deliverables and fee structure
- IMG World – University of Pittsburgh
- Actively searching for other firms
  - Direct contract negotiation, RFP
- Goal to raise \$150,000

## **Additional Considerations**

Division of Responsibility – District, Marketing Firm, Boosters, PROF

Management of Funds – collection, deposits, earmarks, fund allocation, etc.