



FUNDRAISING PHILOSOPHY

- As a PTA, we continually call upon the energy and enthusiasm of our involved parent base to run and support many programs at Selwyn. We do not hesitate to ask again and again for the time and talents of every member of our community, and we consider these precious commodities. As long as we are committed to and able to meet our PTA's and students' needs through Red Ribbon Reading and Building Blocks, we will limit the number of times we ask our parents for monetary contributions throughout the year.
- The Selwyn PTA has found that our school community responds very well to focused fundraising goals. We have been fortunate enough that TWO major fundraising campaigns have been able to meet nearly all of our operational and capital needs. Red Ribbon Reading funds the PTA's operating budget, and our Building Blocks campaign has been able to meet most of our school's capital equipment needs.
- We attribute much of the success of these two programs to the fact that parents know that they are the only fundraisers of the year. Attempting to make fundraising the focus of other Selwyn events may dilute the impact of these campaigns and may make our parents feel like they are being "nickel and dimed."
- Additional income may be generated via activities families are already participating or to foster the community at Selwyn. Some examples may be Harris Teeter's Together in Education Program, Amazon Smile, local sporting event spirit nights, and dining opportunities.