

## Briarwood Elementary PTA

### MINUTES

Board Meeting  
Thursday, July 24, 2014  
Maria Bassett's House  
FINAL COPY

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#### **Call to Order:**

President Karin Manning called the meeting to order at 1:10pm. Attendance sheet attached. **Quorum present.**

#### **Orange Ruler Presentation, Chris Eastwood:**

- Orange Ruler is a fundraising company that specializes in fun runs. Their fundraiser lasts 2 weeks: Starts with a kick-off assembly, two weeks of a straight donation drive online, a turn-in money day, and a culminating fun run and pig race as celebratory events.
- Financial Specifics:
  - On average, they get schools a 60% net increase in profit while saving 90% in volunteer hours (It takes an average of 800-1200 volunteer hours to put on a Jog-a-Thon, and it's often the same small group of people putting it on).
  - 60% of funds that come in are from outside the immediate school area. On average they get 90% student participation.
  - Orange Ruler charges a 35% fee for their service, but after all expenses their profit is approximately 15%.
  - They are an independent agency that works on our behalf. Checks and cash go into our account, while money donated online goes to them. After a few weeks, they cut us a check for the balance owed to us (including matching funds).
  - Orange Ruler provides a tax receipt and online thank you note to donors.
  - They carry full insurance.
- Kick-Off Assembly:
  - They put on a fun, educational assembly that lasts approx 25 minutes.
  - They introduce the students to the main themes of the program: "I always measure up" (believing in self) and "Dare to be Orange!" (importance of taking care of self physically and how to be a good person).
  - Questions about the program are answered and the kids receive an explanatory parent letter, orange bracelet, and donation envelope.
- Two week donation drive period:
  - Orange Ruler uses a team based approach which encourages competition.
  - Each class is a team and the teacher is captain. Classes come up with a team name and team poster, so there is a significant impact on team building and bonding in classroom.
  - Students can register online, and then ask for donations via email or Facebook posts. Donations can be made online with a credit card or by sending in a check or cash to school.
  - All kids in a family are listed together on the website. \$20 minimum for online donation, no minimum for cash or check donations.
  - On the website you can see in real time how each student and class is doing in relation to their goal. Everyday teachers receive an email with team stats.
- Prizes:
  - Participation prizes (for registering on line, sending out emails, etc.) are awarded through random drawings. There are 2 drawing winners per grade per day. Winners are automatically generated and announced through daily emails or a lunchtime presentation. Prizes are high quality and

encourage activity. Prizes are distributed to the PTA up front so that PTA can distribute as they see fit.

- Team based prizes:
  - Top 3 classes get a Jamba Juice party at teacher's convenience, and a privilege (PTA decides on what it is). Teacher gets \$100 amazon gift card. A large, stuffed Orange Ruler travels from classroom to classroom each day depending on which class is in the lead (based on average money raised per student). Overall, the top earning class gets to permanently keep the orange ruler after the fun run.
  - Top 10 classes get a pig for the pig race, which occurs after the fun run. They get to decorate their pig for a beauty contest, and then their teachers race the pigs. Race winners get a privilege. The whole school can watch the race or it can be limited to the top 10 classes.
  - If classes reach their goal, they earn a Kona Ice Party (10 minutes per class). On average, 65% of classes reach their goal. Goal is determined by Orange Ruler and is based on the demographics of the school.
- Fun Run:
  - Total time out of class is about 40 minutes, 20 minutes of which is actual running. Students run onto the field through a tunnel as a team.
  - 300 kids can run at a time, so we would have two sessions to accommodate all of our students.
  - Families are encouraged to come and watch. Four parent volunteers are needed on turn in day to help with accounting, and 10 parents are needed on fun run day to encourage/monitor kids and hand out water.
- Scheduling:
  - Orange Ruler would like to meet with the PTA President, fun run chair, and fundraising VP in August. Contract needs to be signed.
  - They like to do a 10 minute presentation at a faculty meeting to answer teacher questions and get their 'buy-in'
  - Possible dates: Sept 5th from 9:05-9:35 for the assembly, turn in money on Sept. 22nd and Fun Run/Pig Races on Sept. 23rd
- Discussion and Action:
  - The board unanimously agreed that they would like to use Orange Ruler this year. The hope is that they will help us increase participation and reach out to a bigger pool of potential donors, resulting in a more profitable fundraiser.
  - We need to talk with Mr. Terry to get his opinion and confirmation of dates.

### **Meet the Board:**

- Each board member filled out a brief questionnaire about themselves. This info will be put on the PTA website and will be used to create a bulletin board at school as a way of introducing ourselves to the school community.

### **President's Report, Karin Manning:**

- Calendar: The working draft of the Briarwood PTA Event Calendar was distributed (see attached)
- Stipend Guidelines/Form: There is a new form this year which lists the guidelines for the types of items eligible for reimbursement (see attached). The Board was asked to look over the new form and let Karin know if they feel any changes are needed.
- PTA Grant Application Form for 2014-2015 was distributed (see attached).
- Mission and Goal Statements were distributed (see attached). The Board was asked to look over the statements and consider if any changes should be made. Discussion between the board members will take place over email, and we will have a short board meeting prior to the Sept. general meeting to approve the Mission and Goal Statements.

- Board Members at Large- These positions should be filled by people who have been active members of PTA, and can fill in any other board position if necessary. Karen Nelson was asked, but hasn't gotten back to us yet.
- Guest Speakers- Caroline Brown will come to our first meeting to speak about membership. We would like to have a Parent Ed Meeting at Briarwood on the topic of kids and technology.
- Code of Conduct- PTA Council wants all schools to have a Volunteer Code of Conduct. Conflict Resolution page and District Civility Policy won't be posted for parents to read unless issues arise. We want parents to read and sign the Code of Conduct before they can volunteer, however we're still trying to decide the best way to do so (on website, paper copy). Laila is asking for feedback on our list of rules.
- Online directory- PTA members have access to our online directory. The drawbacks of the online version are that it only includes people who have an online account, and it is not sorted by class list. Benefits are that it has email addresses and you can search by first name. We will continue to issue a printed directory as well.
- Kindergarten Assessment and Tea and Tissues- Volunteers are needed for this event on Sept. 3rd at 9am. Many of the Board Members said that they would attend.

#### **Secretary's Report, Diane Oberg:**

- Minutes from the Board Meeting on February 24, 2014 were presented and approved as written.

#### **Treasurer's Report, Alison Larsson:**

- Financial Review was conducted on Wednesday, July 16, 2014 by Louisa Pardo, Laila Collins, and Erin Thacker. There were no concerns.
- The final treasurer's report was emailed out to the board (see attached)
- Account Balances: Checking: \$24,920.42 Savings: \$15,045.78
  - We are carrying over more than we've budgeted, so more money will be available for grants.

#### **VP Reports:**

- Communications, Maria Bassett:
  - The website's PTA Online Registration Packet will be up and running when the ISD online enrollment verification begins on August 5th.
  - PTA newsletters will now be paper editions that are sent home quarterly.
- Volunteers, Louisa Pardo:
  - Louisa and Laila will look over the volunteer database to reach out and recruit for certain chair positions.
  - We are considering adding a generic volunteer interest category to the website. There may be PTA members who want to be informed of opportunities to help throughout the year without committing to specific programs when they register in August. Adding a generic category would increase our database of potential volunteers that we can reach out to in the future.
  - Louisa is looking for fresh ideas for VIP basket- any suggestions are welcome.
- Fundraising, Rebekkah Liebowitz;
  - Rebekkah will follow up with Orange Ruler
  - Brown Bear Car Wash Fundraiser- For an initial \$25 fee and \$1.50 per car wash, we can purchase a set number of car washes to resell for a profit. Brown Bear requires that the car washes are resold for no less than \$5. We are considering trying this fundraiser.
- Family Nights, Laila Collins:
  - We will add Planning Committee for Carnival to the list of volunteer opportunities on the website. We would like this committee to be established and active early in the school year.

- Some chair positions may be removed from the website. Not all chair positions will be posted and open to all, as we want to be sure that they are filled by members with some experience.

**New Business:**

- Due to time constraints, we have delayed discussion on the Mission & Goals, the Standing Rules, the 2014-2015 Budget Review, as well as the website training that was scheduled to follow this meeting.

**Adjourn:** Meeting adjourned at 4:20pm.

**Next Meeting:** Monday, September 15th in the Briarwood Library. 6:00pm Board Meeting, 6:30pm General Meeting

Submitted by:

Diane Oberg  
Secretary, Briarwood Elementary PTA 2.6.5