

Alameda PTA

Vice President for Fundraising

Job Description

General Purpose of the Position

Oversee all fundraising activities for the school year. Work closely with volunteers, families, staff and students to raise amount needed to meet proposed budget. Committee chairs may be formed to lighten workload and ensure event/activity is successful. VP of Fundraising should continue to research new options, taking into account the PTA's current goals and objectives. All fundraising must get the board's approval before going forward.

Key Duties and Responsibilities

- Plan and coordinate all fundraising activities for Alameda PTA; typical activities and schedule outlined below
- Work with VP of Communications and office staff to set key fundraising dates, including communication with School Foundation to assure large PTA fundraisers occur fall/spring, differently from winter-time school auction
- Attend PTA training, as required
- Attend monthly PTA meetings, providing any necessary reports/data needed for agenda
- Interface with local businesses
- Make and continue contacts with vendors for upcoming and ongoing events
- Seek out and research new opportunities and/or ways to make existing events more successful
- Ensure that everyone who handles money in any PTA fundraiser event or activities is aware of the procedures that need to be followed.
- Honor board member [service expectations outlined by Oregon PTA](#)

Estimated Time Commitment (sample year schedule on next page)

All PTA board positions are a two-year commitment. Hours per month for this position vary; busiest times are September-December. This can be a shared position and would work well with Committee Chairs per event/activity. Activities that could be assigned to committee of volunteers include:

- Alameda clothing gear sale
- Chinook Book Sales
- Restaurant/Shopping Nights (e.g. Pizzacato Dough for Dollars)
- Large fundraiser in fall or spring (e.g. Charleston Gift Wrap, Art to Remember)
- Poinsettia sale (sale typically run by Gardent volunteer team)
- Amazon Smile, Fred Meyer Rewards
- Yearbook (usually has team of volunteers)
- Scrip (needs small committee of dedicated volunteers)

Month	Hours / Month	Key Activities
August	8 - 10	Prep for fall fundraising activities, check-in/coordinate with any volunteers leading particular activities and assure all activities planned for fall launch, such as gear sale (e.g. choose clothing styles, colors, designs), Amazon Smile/Fred Meyer (e.g. promote through News Notes, posters, PTA back-to-school packets), Chinook Book (e.g. order forms, promotions ready to go)
September	7- 10 hrs/week	Gear sale, Amazon Smile/Fred Meyer, Chinook Book Prep big fall fundraiser** (if doing fall fundraiser, may not need one in spring)
October	2 – 4 hrs/month	Chinoo Restaurant/Shopping Night Final prep big fall fundraiser**
November	14 – 16 hrs/week	Big Fall Fundraiser** Amazon Smile/Fred Meyer reminders (before holidays)
December	4 – 6 hrs/month	Restaurant/Shopping Event Theater Night @ Portland Playhouse Poinsettia Sale
January	2 – 4 hrs/month	Prep big spring fundraiser** (if doing spring fundraiser, may not need one in fall)
February	2 – 4 hrs/month	Restaurant/Shopping Event Prep big spring fundraiser**
March	2 – 4 hrs/month	Prep big spring fundraiser**
April	14-16 hrs/week	Big spring fundraiser**
May	2 – 4 hrs/month	Restaurant/Shopping Event Yearbooks

If SCRIP is included, then other activities can be adjusted or removed; or if SCRIP excluded, can do activities above differently/more.

Big fundraisers: typically do one in either fall or spring; may want to alternate which type of activities occurs each year so families get new opportunities (e.g. gift wrap one year, Art to Remember another, or some other program/option, like Mixed Bag), or may want to do one big one every other year, and do smaller ones (like more restaurant nights) more often during the year.