

Feb 6, 2024

Fundraising proposal by Gaya S, Diana G, Tania , Nilgun Altin, Stephanie Nacawa for Northern School Council

1. Make a Wish List - have parent volunteers (ideally school council members) meet in person with all staff (and SAC?) to ask them a pre-formed list of questions about physical or non-physical items (like subsidies for travel) they would like to have that would support their work with students in their classrooms, teams and/or clubs. Consolidate all answers into a master wish list. The same list may be used for several years as a focal point for fundraising, so this step is not necessary annually.
2. Determine fundraising goals - meet with Adam to review list to see what we are allowed to fund, what he can fund. Council selects items from the approved list to determine the fundraising target for 24-25 year.

3) Fall fundraising campaign -

- Publicity - have parent/student create a publicity poster and a handout
 - In the fall, hang posters in the school and distribute the handout on timetable day to raise awareness of our fall fundraising campaign and target
 - distribute handouts and have a table for publicity at Sept curriculum night and at Grade 9 intro day in late spring (if ready)
 - send poster image as a designated email to all enrolled families by Adam in September
- NEW
 - highlight tax receipt availability for donations over \$25
 - use a digital thermometer (can someone help design a reusable one?) to help people see how close we are to the target and send updates in emails and on our website.

4) February fundraising campaign- response is good in Feb for campaigns. We suggest either:

- Parent Night
 - Bid and Brew - a social with food, drink, and silent auction
 - could be in school or at the Granite Brewery
 - food could be sponsored in school or buy tickets to Brewery
 - would need parents to solicit items from vendors on Yonge, Mt Pleasant, Bayview in December

OR

- Second semester campaign
 - two weeks, aggressive campaign with a specific goal to reach for the remainder of the current year
 - use the digital thermometer to track progress

5) Sponsorship -

- this is an often overlooked source of funding for Council by local vendors and businesses. They can have funds to offer once or multiple times a year. They also are willing to donate food items to fundraising events. Timeline:

Before Feb 22, have chairs and treasurers review the proposal, give feedback and approve.

February 22 meeting - present fundraising proposal to Council and ask Adam for feedback on any issues to be aware of. If none, then

- form committee to create list of questions
- divide the staff list and SAC to interview for wish list by committee members by March 25
- compile wish list and have chairs/treasurers review list with Adam privately by April 3

April 4 meeting - present approved wish list items to Council to determine what the target purchases and fundraising goal will be for the fall

- find parents or students to help create the publicity poster and handout (can marketing students be asked to help?)
- find parent or students to create a reusable thermometer to gauge collection

May 23 meeting - present poster, handout and thermometer for final approval by Council

- determine budget allowance for printing
- have handouts printed over the summer

Notes/ideas for future discussion:

- Pre-formed list of questions should also ask staff to prioritize their requests.
- A slogan for the campaign would be nice to add to the publicity posters ("Strength comes from unity", "Better Together, etc?")
- Would it be beneficial to work with NSSF in any way? Can we share their online auction? Can we pool alumna contacts to do something better together?
- Additional ideas for fundraising that could be in addition to/instead of February event:
 - Food items for sale during Parent/Teacher interviews (coffee/donuts?), Parent Nights- Grade 8 incoming, Curriculum Night (Snack/fruit/drink)
 - Refreshments at football games - Pretzels? Hamburgers?
 - Ongoing sale of some unique Northern merchandise - Northern decal sticker (for computers, folders, etc), baseball cap, mug, cards. I don't think these are sold through any other teams. We could sell them at Curriculum night, parent nights, p/t interviews. Limited windows of opportunity. Easy to store, does not expire. Not sure how to handle the actual transaction in a cashless way though.
 - An end-of-year fundraiser related to grad/prom - a time when people are feeling festive -
 - Card campaign - for \$5, you can send unlimited e-cards to friends, teachers, coaches, etc. to say goodbye or thank them.
 - Cards could be designed by students (competition? :)) to cover a variety of styles and purposes.
 - Could upgrade the card to add a mug, baseball cap, bouquet? But that would get complicated to deliver. 😊
 - Could ask NSSF if we could also offer their hard copy cards - parents may want them. NSSF has beautiful cards that have a photo of Northern. Could we profit share or do this in return for letting us use their auction for a platform?