

Avondale Mustang P.T.O. Minutes

Meeting date: Tuesday, January 14, 2020

Attended by: Andrea Yamarino, Juli Drake, Jen Henry, Cynthia Tacheny, Lateacha Allums-Carr, Robin Bovensiep, Kiana from Step it Up (1st half)

The meeting was called to order at 6:05 p.m.

Fundraising Presentation by Step It Up

The meeting started with a presentation by Kiana, a representative from the Step It Up fundraiser (parent company is Power of Purpose). Students collect pledges in order to be able to participate in a Day of Awesome, in a similar style to a Fun Run. On the Day of Awesome the company will bring in 7 inflatables (3 obstacle and 4 interactive) which are based on American Ninja Warrior and Wipeout. There will also be a Kona Ice truck. Students will learn about the Day of Awesome in an assembly that is hosted by Step It Up. They will also learn about how to collect pledges and what their pledge goals are. The assembly can be given to three different groups broken up by grade and lasts about 30 to 45 minutes. Kiana becomes "K-Money" to get them excited and she will explain the fundraising process along with the prizes they can earn and what they need to do to participate in the Day of Awesome. She will give them a packet which contains the Golden Ticket. If a student brings this back completed, they can get 3 prizes and entered in the Week of Wow which makes them eligible for more prizes. Students must send out 10 or more e-mails/texts to collect pledges. Step It Up provides electronic links to fundraise. They can also bring in cash pledges in an envelope on collection day.

Step It Up does 90% of the work, but some parent help will be needed. We will need to get flyers about the fundraiser out to kids the day of the assembly (they can help with printing if need be). We will also need to hand out the Golden Ticket Prizes at lunch and Week of Wow prizes. The principal sends out 3 emails about the fundraiser to engage parents (day of kickoff, next day, and during the Week of Wow). We will also need to provide 8 to 10 volunteers on the Day of Awesome for safety with the inflatables. The Day of Awesome can be held indoors if weather doesn't cooperate. Step It Up hands out prizes kids earn based on pledges they bring in. Students collect pledges for a two-week period.

Typically, about 50% of the student population participates. The average amount a student brings in is about \$120 to \$160. Typically, schools set the minimum pledge amount to participate in the Day of Awesome at \$30. We may consider \$30 as the minimum and \$60 if they want to also get a Kona Ice. On the Day of Awesome, kids are given wristbands which correlate with prize levels. Step It Up gives us a \$2000 advance on profit paid on the day of the assembly. We do not have to return this if our fundraiser flops. Of the total money taken in by the school 50% is profit, 30% goes to student prizes, 5% goes to insurance/safety, 10% goes to Step It Up, and 5% goes to web fees.

We will need to set a kick-off date, as well as a Day of Awesome date. Mrs. Munroe can give more information on this.

Principal's Report – Mrs. Munroe was unable to attend.

Secretary's Report – Minutes from the December meeting were approved by Jen H. and seconded by Andrea. Juli will hold off on publishing a January/February newsletter until dates for the Step It Up fundraiser are set, that way information can be put out to families this way as well.

Treasurer's Report – Our current account balance is \$10,554.92. Spending approximately \$3000 on Positivity Project shirts was revisited. It was decided to hold off on this until next year, being that the school year is now half over. We will use this money to put toward teacher gift cards that Mrs. Munroe gives out to teachers as weekly incentives. These gift cards are typically in \$10 amount for Amazon, gas, etc. We also discussed teacher grants and decided to hold off until we raise more money so that we can be fair to teachers. We still have upcoming expenses for Teacher Appreciation, 8th Grade Celebration, and student awards nights as well.

Concessions – Boys Basketball is almost over. We will do concessions for Girls Volleyball. During Track Season we will look in to doing Kona Ice, the Donut Truck, or another food truck instead of running concessions. It has been difficult to find track concession volunteers and Little League is usually in the concession booth anyways.

Box Tops – A Check from the fall submission for \$52.30 should be on the way. Next submission deadline is March 1, 2020.

Appreciation – February 5 is School Counselors and Social Workers Day. We will get gifts similar to Para Appreciation Day (gift card/plant).

Fundraisers – No tickets have been sold for the Little Cesar's Arena Red Wings game. The Red Wings have not had a good season, which may be part of the reason.

Open Discussion – February 5th is when the current 5th graders and their parents come to visit A.M.S. in the evening. Mrs. Munroe would like PTO representation. The program begins at 6:30 p.m. Juli may be able to attend.

Adjournment – The meeting was adjourned at 7:35 p.m.

Next meeting: February 11th, 2020 in the A.M.S. media center

Minutes submitted by Juli Drake