

AFRDS Fundraising “Gatekeeper” Survey

Report on Key Findings

Objectives

- To provide AFRDS members with accurate and current market data, which may be useful while working with customers/sponsors.
- To identify common traits among most profitable, school-wide fundraisers.
- To provide new information for possible public dissemination.

Methodology

AFRDS in conjunction with PTO Today and Time Inc., developed a survey questionnaire (see appendix A) and posted it to the website Survey Monkey (www.surveymonkey.com). On May 17, 2007, PTO Today randomly distributed emails (see appendix B) containing a link to the online survey to a portion of the contacts listed in PTO Today’s database of parent group leaders. The email message was randomly distributed several more times to additional contacts in PTO Today’s database over the next 10 days or so.

Sample Size/Respondent Profile

Out of 4,840 emails distributed, 494 parent group members throughout the U.S. responded and filled out the online survey (10.2% response rate). Responses are based on experiences that occurred during the 2006-07 school year. Out of 494 respondents, 342 (69%) classified their schools as “public elementary schools.” The following is a report on the key findings based on data gathered from respondents in the “public elementary school” classification.

Definitions

The following are definitions for terms used to summarize the data findings.

All Respondents – individuals who responded to the survey who classify their school as “public” and “elementary.”

\$0-5,000; \$5,001-15,000; \$15,001+ – indicates net earnings from most profitable fundraiser.

Product Sale as Most Profitable – respondents who report a product sale (e.g., gift wrap, sales catalogs, cookie dough, books, magazines, gift items, candy, etc.) was the most profitable fundraiser.

N=212 – indicates the total number of respondents to a given question (in this example, there were 212 respondents).

Profile of Typical, Most Profitable, School-Wide Fundraiser

The typical, most profitable, school-wide fundraiser (conducted by a parent group at a public elementary school) is a product sale that kicks off in August, September or October and nets \$5,000-15,000. The parent group will have, on average, 7 volunteers dedicated to the fundraiser. The student/family participation rate will range from 26-50%. If the parent group ran a product sale last year, they should expect to net similar profits this year. The parent group will most likely run no more than 4 school-wide fundraisers during the school year. It's likely one of the other school-wide fundraisers is a box top collection program.

Key Findings from Survey Data

- Among parent groups at public elementary schools, the majority (64%) report a product sale was the most profitable fundraiser during the 2006-07 school year. Among respondents who said they ran at least one product sale, a higher percentage (79%) said it was the most profitable fundraiser. Other most profitable fundraiser types, mentioned by all respondents, include in this order: school carnivals (9%), auctions (6%) and “thons” (e.g., Read-a-thon) (5%). Most parent groups (30%) report a product sale was also the second most profitable school-wide fundraiser.
- The types of school-wide fundraisers least mentioned as most profitable include in this order: box top collections (mentioned as most profitable by only 1% of respondents), restaurant family nights (1%), direct donations (1%), breakfast/dinners (1%), student/family portraits (1%), Internet shopping revenue (1%), soup label collections (0%), retail store affiliations (0%), paid membership drives (0%), scrip programs (0%), dinner/dance gala (0%), yard/garage/clothing sales (0%) and car washes (0%).
- Among all respondents, the majority (54%) said the most profitable, school-wide fundraiser netted \$5,000-15,000. Among respondents who said the most profitable fundraiser netted more than \$15,000, the majority (54%) said the fundraiser was a product sale.
- Among respondents who report the most profitable fundraiser netted more than \$15,000, the majority (65%) limited the total number of school-wide fundraisers in 2006-07 to no more than four.
- School-wide fundraising events that require the most volunteers, on average, include in this order: school carnivals (59 volunteers); auctions (28 volunteers); and “thons” (e.g., read-a-thon, walk-a-thon) (22 volunteers). By comparison, school-wide product sales require only 7 volunteers, on average.
- Product sales appear to yield consistent results from year to year. Only 15% of parent groups who report a product sale was the most profitable fundraiser said it yielded far different results (either “far more profit” or “far less profit”) than the previous year.

- Product sales (81%) and box top collections (81%) were the most prevalent types of fundraisers among public elementary schools during the 2006-07 school year. Other prevalent school-wide fundraisers include soup label collections (48%), school carnivals (42%) and retail store affiliations (42%).
- The majority (70%) of most profitable school-wide fundraisers kick off in August September or October. Among respondents who report a product sale was the most profitable fundraiser, a higher percentage (82%) said it began in either August, September or October. A smaller percentage of respondents (19%) said the most profitable school-wide fundraiser began in the spring months (either February, March or April).
- Nearly half (46%) of all respondents report student/family participation rates during the most profitable fundraiser between 26-50%.

Total Number of School-Wide Fundraisers

Most parent groups appear to limit the number of school-wide fundraisers their groups run to no more than 4 per year. The majority (63%) of all respondents run between 1 and 4 school-wide fundraising events each school year. Among respondents who report the most profitable fundraiser netted more than \$15,000, a slightly higher percentage (65%) limited the total number of school-wide fundraisers to no more than four in 2006-07.

Question: Approximately how many total school-wide fundraising events (of any kind) did your PTO/PTA conduct during the 2006-07 school year.

School-Wide Fundraisers	All Respondents (n=342)	\$0-5,000 (n=95)	\$5,001-\$15,000 (n=178)	\$15,001+ (n=57)
1	7%	6%	6%	11%
2	21%	20%	21%	21%
3	19%	18%	19%	19%
4	16%	18%	16%	14%
5	14%	17%	12%	12%
6	8%	8%	8%	11%
7	5%	3%	7%	1%
8+	11%	10%	11%	11%

Most Prevalent vs. Most Profitable School-Wide Fundraisers

Product sales are the most profitable type of school-wide fundraising event for public elementary schools. The majority (64%) of all respondents report a product sale was the most profitable fundraiser during the 2006-07 school year. **Among respondents who said they ran at least one product sale (n=270), a higher percentage (79%) said it was the most profitable fundraiser.** Other most profitable fundraiser types mentioned by all respondents include in this order: school carnivals (9%), auctions (6%) and “thons” (e.g., Read-a-thon) (5%).

Several types of school-wide fundraisers least mentioned as most profitable include, among others: direct donations (mentioned as most profitable by only 1% of respondents), box top collections (1%), restaurant family nights (1%), breakfast/dinners (1%), student/family portraits (1%), Internet shopping revenue (1%), soup label collections (0%) and car washes (0%).

Product sales (81%) and box top collections (81%) were the most prevalent fundraiser types among public elementary schools during the 2006-07 school year.

Questions: Which of the following fundraisers did your PTO/PTA participate in last year (check all that apply)? Which of the following was your MOST PROFITABLE FUNDRAISER this school year (choose only one)?

Types of Fundraisers	Most Prevalent All Respondents (n=342)	Most Profitable All Respondents (n=342)
Product sales	81%	64%
Box top collections	81%	1%
Soup label collections	48%	0%
School carnivals	43%	9%
Retail store affiliations	42%	0%
Paid membership drives	39%	0%
Restaurant family night	39%	1%
Other*	32%	9%
Direct donations	29%	1%
Raffles	29%	2%
Auction	27%	6%
“Thons” (e.g., Read-a-Thon)	17%	5%
Breakfast/dinners	14%	1%
Scrip program	12%	0%
Student/family portraits	10%	1%
Internet shopping revenue	10%	1%
Dinner/dance gala	6%	0%
Yard/garage/clothing sales	5%	0%
Car washes	1%	0%

*Other often cited types of school-wide fundraisers include cell phone/printer cartridge recycling, Market Day, book fairs and bake sales.

Net Dollars Earned During Most Profitable Fundraiser

The majority (54%) of respondents report the most profitable school-wide fundraiser netted profits between \$5,000-15,000. Among respondents who said a product sale was the most profitable fundraiser, a higher percentage (65%) netted \$5,001-15,000. Among respondents who said the most profitable fundraiser netted more than \$15,000, the majority (54%) said the fundraiser was a product sale (see second chart below).

Question: At the end of this fundraiser (most profitable), approximately how much PROFIT did your group earn (not total sales)?

Profits Earned During Most Profitable Fundraiser	All Respondents (n=342)	Product Sales as Most Profitable (n=212)
\$0-5,000	29%	21%
\$5,001-15,000	54%	65%
\$15,001+	18%	15%

Types of Most Profitable Fundraisers (in order from most to least profitable)	\$0-5,000 (n=95)	\$5,001-15,000 (n=178)	\$15,001+ (n=57)
Product sales	47%	76%	54%
School carnivals	15%	7%	7%
Other	19%	3%	9%
Auction	2%	5%	18%
“Thons” (e.g., Read-a-Thon) & School carnivals	2%	5%	11%
Raffles	2%	2%	0%
Breakfast/dinners	4%	0%	0%
Box top collections	2%	0%	0%
Restaurant family night	2%	0%	0%
Internet shopping revenue	1%	0%	0%
Student/family portraits	1%	1%	0%
Direct donations	0%	1%	0%
Soup label collections	0%	0%	0%
Scrip program	0%	1%	0%
Retail store affiliations	1%	0%	0%
Paid membership drives	0%	0%	0%
Dinner/dance gala	0%	0%	0%
Yard/garage/clothing sales	0%	0%	0%
Car washes	0%	0%	0%

Month Most Profitable Fundraiser Kicked Off

The majority (70%) of most profitable school-wide fundraisers begin in either August, September or October. Among respondents who report a product sale was the most profitable fundraiser, a higher percentage (82%) said it began in either August, September or October. In addition, the majority (69%) of respondents who said the most profitable fundraiser netted more than \$15,000 report it began in August, September or October.

A smaller percentage of respondents (19%) said the most profitable school-wide fundraiser began in the spring months (either February, March or April). Among respondents who report a product sale was the most profitable fundraiser, 10% said it began in February, March or April.

Question: What month did the (most profitable) fundraiser begin?

Month Most Profitable Fundraiser Began	All Respondents (n=342)	Product Sales as Most Profitable (n=212)	\$0-5,000 (n=95)	\$5,001-15,000 (n=178)	\$15,001+ (n=57)
August	11%	12%	11%	10%	14%
September	42%	54%	22%	51%	51%
October	17%	16%	26%	17%	4%
November	5%	5%	6%	3%	11%
December	1%	1%	0%	2%	0%
January	2%	2%	4%	2%	0%
February	5%	4%	6%	4%	4%
March	9%	5%	15%	7%	5%
April	5%	1%	6%	3%	7%
May	2%	1%	3%	1%	5%

Volunteers Needed for Most Profitable Fundraiser

The most labor-intensive (in terms of volunteers needed) school-wide fundraising events include in this order: school carnivals (59 volunteers, on average); auctions (28 volunteers); and “thons” (e.g., read-a-thon, walk-a-thon) (22 volunteers). By comparison, school-wide product sales require only 7 volunteers, on average.

Interestingly, the majority (55%) of parent groups at public elementary schools have no more than 20 volunteers associated with their group (see second chart below).

Question: Approximately how many volunteers were needed to run this (most profitable) fundraiser?

Most Profitable Fundraiser All Respondents (n=342) Profitability Ranking in Parenthesis (T=Tie, NR=Not ranked)	Avg. Number of Volunteers
Carnival (T2)	59
Auctions (3)	28
Thons (4)	22
Breakfast/dinner (T6)	17
Raffles (5)	17
Other (T2)	17
Direct donation (T6)	7
Product sales (1)	7
Restaurant night (T6)	6
Box top collection (T6)	5
Student/family portraits (T6)	2
Retail store affiliations (NR)	2
Scrip (NR)	2
Internet shopping revenue (NR)	1

Question: Including your board members, approximately how many regular and semi-regular volunteers do you have associated with your group?

Number of Volunteers	All Respondents (n=342)	\$0-5,000 (n=95)	\$5,001-15,000 (n=178)	\$15,001+ (n=57)
0-10	18%	33%	16%	1%
11-20	37%	35%	40%	28%
21-30	23%	20%	24%	25%
31-40	8%	7%	7%	11%
41-50	3%	2%	3%	4%
50+	12%	3%	10%	36%

Student/Family Participation During Most Profitable Fundraiser

Nearly half (46%) of all respondents report student/family participation rates during the most profitable fundraiser between 26-50%. Student/family participation was defined in the survey as “contributing money, purchasing or selling products.” Among all respondents, 38% said the majority (51%+) of students and their families participated in the most profitable fundraiser

It’s not surprising that top performing fundraisers enjoyed higher participation levels. Among respondents who said the most profitable fundraiser netted more than \$15,000, the majority (60%) reported participation rates over 50%; 11% reported participation rates over 75%.

Question: Approximately what percentage of students/students' families supported this fundraiser (i.e., contributed money to the effort, purchased products or sold products)? Please use your best estimate.

Participation During Most Profitable Fundraiser	All Respondents (n=342)	\$0-5,000 (n=95)	\$5,001-15,000 (n=178)	\$15,001+ (n=57)
0-25%	16%	24%	15%	4%
26-50%	46%	43%	51%	37%
51-75%	30%	26%	26%	49%
More than 75%	8%	6%	8%	11%

Consistency of Results for Most Profitable Fundraisers (Top 4)

Product sales appear to yield consistent results from year to year. Only 15% of parent groups who report a product sale was the most profitable fundraiser said it yielded far different results (either “far more profit” or “far less profit”) than the previous year. “Thons” also appear to yield consistent results, although nearly a quarter (23%) of the respondents who said a “thon” was the most profitable fundraiser in 2006-07 said it was “far more profitable” than in 2005-06.

School carnivals and auctions appear to have yielded better results in 2006-07 than the previous year; 55% of respondents who listed a carnival as the most profitable school-wide fundraiser said it generated more money than the 2005-06 carnival (however, the majority – 40% – said the 2006-07 carnival was only “slightly more profitable” than the previous year). Among respondents who report an auction was the most profitable fundraiser, 54% said it made more money than the previous year – but more than a quarter (27%) reported that the 2006-07 school year auction was “far more profitable” than the previous year.

Question: Did you run this exact (most profitable) fundraiser the year before?

Types of Fundraisers	Yes	No
Product sales (n=212)	64%	36%
School carnivals (n=31)	65%	36%
Auctions (n=20)	74%	26%
“Thons” (e.g., Read-a-Thon) (n=17)	65%	35%

Question: How did your results from this (most profitable) fundraiser this year compare to last year’s results?

	Product Sales (n=138)	School Carnivals (n=20)	Auctions (n=15)	“Thons” (e.g., Read-a-Thon) (n=11)
This year was far more profitable	7%	15%	27%	23%
This year was slightly more profitable	29%	40%	27%	0%
About the same	34%	35%	40%	46%
This year was slightly less profitable	22%	10%	7%	27%
This year was far less profitable	8%	0%	0%	0%

Second & Third Most Profitable Fundraisers

When it comes to the type of school-wide fundraiser that generates the second and third most profit for parent groups, product fundraising remains at or near the top of the list. The most frequently cited (31%) second most profitable fundraiser was a product sale. Among those who report a product sale was the most profitable fundraiser, a quarter (25%) said an additional product sale also generated the second most profits.

The most frequently cited (18%) third most profitable fundraiser fell into the “other” category (e.g., cell phone/print cartridge recycling, book fairs, Market Day – see chart on next page). Among all respondents, 15% report product sales as the third most profitable fundraiser.

Question: Which of the following was your SECOND MOST PROFITABLE fundraiser this school year (check only one)?

Second Most Profitable Fundraiser	All Respondents (n=342)	Product Sales as Most Profitable (n=212)
Product sales	31%	25%
Other	19%	19%
School carnivals	14%	17%
Box top collections	9%	9%
Auction	7%	7%
Raffles	4%	4%
“Thons” (e.g., Read-a-Thon)	4%	3%
Restaurant family nights	3%	4%
Retail store affiliations	3%	3%
Direct donations	2%	3%
Breakfast/dinners	2%	2%
Dinner/dance gala	1%	1%
Scrip programs	1%	1%
Paid membership drive	1%	2%
Yard/garage/clothing sale	1%	1%
Soup label collections	0%	1%
Car washes	0%	0%
Student/family portraits	0%	0%
Internet shopping revenue	0%	0%

Question: Which of the following was your **THIRD MOST PROFITABLE** fundraiser this school year (check only one)?

Third Most Profitable Fundraiser	All Respondents (n=342)	Product Sales as Most Profitable (n=212)
Other	18%	19%
Product sales	15%	25%
Box top collections	14%	9%
School carnivals	10%	17%
Restaurant family night	7%	4%
Retail store affiliations	6%	3%
Paid membership drive	6%	2%
Auction	5%	7%
Soup labels collection	5%	1%
Thons (e.g., Read-a-Thon)	3%	3%
Breakfast/dinners	2%	2%
Direct donations	2%	3%
Raffles	2%	4%
Student/family portraits	2%	0%
Dinner/dance gala	1%	1%
Scrip program	1%	1%
Yard/garage/clothing sale	1%	1%
Internet shopping revenue	0%	0%
Car washes	0%	0%

Survey Questionnaire

SURVEY LEAD-IN

Thanks for taking a few minutes to help us out. These results will help parent groups like yours for years to come.

Please note: all the questions below are meant to refer to **school-wide fundraising efforts** run by your group. So please don't include, for example, a program where a small group (the 5th grade field trip, for example) ran a program for its own cause.

On to the survey.....

Q1: Approximately how many students are enrolled in your school?

- Less than 250
- 251-500
- 501-750
- 751-1,000
- 1,001+

Q2: Please select the category that most closely describes your school.

- Elementary School
- K-8
- Middle School
- High School
- Other

Q3: One more question about your school. Which of these best describes your school?

- Public
- Catholic
- Private
- Charter
- Other

Q4: Including your board members, approximately how many regular and semi-regular volunteers do you have associated with your group?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 50+

Q5: What was your PTO/PTA's total annual budget (total revenues in) during the 2006-07 school year?

- \$0-10,000
- \$10,000-20,000
- \$30,000-40,000
- \$40,000+

Q6: Approximately how many total school-wide fundraising events (of any kind) did your PTO/PTA conduct during the 2006-07 school year?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8+

Q7: Of the total number of school-wide fundraising events your PTO/PTA conducted, how many were traditional product sales (e.g., gift wrap, sales catalogs, cookie dough, books, magazines, gift items, candy, etc.)?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8+

Q8: Which of the following fundraisers did your PTO/PTA participate in last year? (please check all that apply)

- | | |
|--|---|
| • Breakfasts/Dinners | • School carnivals |
| • Box top collection | • Scrip program |
| • Car washes | • Student family portraits |
| • Product sales (i.e., gift wrap, cookie dough, books, magazines, gift items, candy, etc.) | • Auctions |
| • Raffles | • Internet affiliations |
| • Thons (Read-a-thons, walk-a-thons) | • Talent shows |
| • Retail store affiliations (i.e, Target) | • Yard/garage /clothing sales |
| • Restaurant family nights (Burger King, Chick-fil-A, etc.) | • Direct donations [if answer yes, move on to 6b, then move on to Q7] |
| | • Other (please specify) |
| | _____ |

We'd like to ask you some specific questions about the FOUR biggest fundraisers your PTO/PTA conducted this past year. If necessary, please use your best estimate.

Q9: Which of the following school-wide fundraisers was YOUR MOST PROFITABLE fundraiser this school year? (choose only one).

- Breakfasts/Dinners
 - Box top collection
 - Car washes
 - Product sales (i.e., gift wrap, cookie dough, books, magazines, gift items, candy, etc.)
 - Raffles
 - Thons (Read-a-thons, walk-a-thons)
 - Retail store affiliations (i.e, Target)
 - Restaurant family nights (Burger King, Chick-fil-A, etc.)
 - School carnivals
 - Scrip program
 - Student family portraits
 - Auctions
 - Internet affiliations
 - Talent shows
 - Yard/garage /clothing sales
 - Direct donations [if answer yes, move on to 9b, then move on to Q10]
 - Other (please specify)
-

Regarding this particular fundraiser, please answer:

Q10: What month did the fundraiser begin?

- August
- September
- October
- November
- December
- January
- February
- March
- April
- May

Q11: At the end of the fundraiser, approximately how much PROFIT did your group earn (not total sales)?

- 0-\$5,000
- \$5,001-15,000
- \$15,001-25,000
- \$25,001-35,000
- \$35,001-45,000
- More than \$45,000

Q12: Approximately how many volunteers were needed to run this fundraiser? (free response)

Q13. Approximately what percentage of students/students' families supported this fundraiser (e.g., contributed money to the effort, purchased products or sold products)? Please use your best estimate.

- 0-25%
- 26-50%
- 51-75%
- More than 75%

Q14: Did you run this exact fundraiser the year before?

- Yes [if yes, move on to question 9f]
- No [if no, move on to Q10]

Q15: How did your results from this fundraiser this year compare to last year's results?

- This year was far more profitable
- This year was slightly more profitable
- About the same
- This year was somewhat less profitable
- This year was far less profitable

Q16: Which of the following school-wide fundraisers was your **SECOND MOST PROFITABLE** fundraiser this school year? (choose only one).

- | | |
|--|--|
| • Breakfasts/Dinners | • School carnivals |
| • Box top collection | • Scrip program |
| • Car washes | • Student family portraits |
| • Product sales (i.e., gift wrap, cookie dough, books, magazines, gift items, candy, etc.) | • Auctions |
| • Raffles | • Internet affiliations |
| • Thons (Read-a-thons, walk-a-thons) | • Talent shows |
| • Retail store affiliations (i.e, Target) | • Yard/garage /clothing sales |
| • Restaurant family nights (Burger King, Chick-fil-A, etc.) | • Direct donations [if answer yes, move on to 9b, then move on to Q10] |
| | • Other (please specify) |
-

Regarding this particular fundraiser, please answer:

Q17: What month did the fundraiser begin?

- August
- September
- October
- November
- December

- January
- February
- March
- April
- May

Q18: At the end of the fundraiser, approximately how much PROFIT did your group earn (not total sales)?

- 0-\$5,000
- \$5,001-15,000
- \$15,001-25,000
- \$25,001-35,000
- \$35,001-45,000
- More than \$45,000

Q19: Approximately how many volunteers were needed to run this fundraiser? (free response)

Q20. Approximately what percentage of students/students' families supported this fundraiser (e.g., contributed money to the effort, purchased products or sold products)? Please use your best estimate.

- 0-25%
- 26-50%
- 51-75%
- More than 75%

Q21: Did you run this exact fundraiser the year before?

- Yes [if yes, move on to question 9f]
- No [if no, move on to Q10]

Q22: How did your results from this fundraiser this year compare to last year's results?

- This year was far more profitable
- This year was slightly more profitable
- About the same
- This year was somewhat less profitable
- This year was far less profitable

Q23: Which of the following school-wide fundraisers was your THIRD MOST PROFITABLE fundraiser this school year? (choose only one).

- | | |
|--|----------------------------|
| • Breakfasts/Dinners | • School carnivals |
| • Box top collection | • Scrip program |
| • Car washes | • Student family portraits |
| • Product sales (i.e., gift wrap, cookie dough, books, magazines, gift items, candy, etc.) | • Auctions |
| | • Internet affiliations |
| | • Talent shows |

- Raffles
 - Thons (Read-a-thons, walk-a-thons)
 - Retail store affiliations (i.e, Target)
 - Restaurant family nights (Burger King, Chick-fil-A, etc.)
 - Yard/garage /clothing sales
 - Direct donations [if answer yes, move on to 9b, then move on to Q10]
 - Other (please specify)
-

Regarding this particular fundraiser, please answer:

Q24: What month did the fundraiser begin?

- August
- September
- October
- November
- December
- January
- February
- March
- April
- May

Q25: At the end of the fundraiser, approximately how much PROFIT did your group earn (not total sales)?

- 0-\$5,000
- \$5,001-15,000
- \$15,001-25,000
- \$25,001-35,000
- \$35,001-45,000
- More than \$45,000

Q26: Approximately how many volunteers were needed to run this fundraiser? (free response)

Q27. Approximately what percentage of students/students' families supported this fundraiser (e.g., contributed money to the effort, purchased products or sold products)? Please use your best estimate.

- 0-25%
- 26-50%
- 51-75%
- More than 75%

Q28: Did you run this exact fundraiser the year before?

- Yes [if yes, move on to question 9f]
- No [if no, move on to Q10]

Q29: How did your results from this fundraiser this year compare to last year's results?

- This year was far more profitable
- This year was slightly more profitable
- About the same
- This year was somewhat less profitable
- This year was far less profitable

Q30: Which of the following school-wide fundraisers was your **FOURTH MOST PROFITABLE** fundraiser this school year? (choose only one).

- | | |
|--|--|
| • Breakfasts/Dinners | • School carnivals |
| • Box top collection | • Scrip program |
| • Car washes | • Student family portraits |
| • Product sales (i.e., gift wrap, cookie dough, books, magazines, gift items, candy, etc.) | • Auctions |
| • Raffles | • Internet affiliations |
| • Thons (Read-a-thons, walk-a-thons) | • Talent shows |
| • Retail store affiliations (i.e, Target) | • Yard/garage /clothing sales |
| • Restaurant family nights (Burger King, Chick-fil-A, etc.) | • Direct donations [if answer yes, move on to 9b, then move on to Q10] |
| | • Other (please specify) |
-

Regarding this particular fundraiser, please answer:

Q31: What month did the fundraiser begin?

- August
- September
- October
- November
- December
- January
- February
- March
- April
- May

Q32: At the end of the fundraiser, approximately how much **PROFIT** did your group earn (not total sales)?

- 0-\$5,000
- \$5,001-15,000
- \$15,001-25,000
- \$25,001-35,000
- \$35,001-45,000
- More than \$45,000

Q33: Approximately how many volunteers were needed to run this fundraiser? (free response)

Q34. Approximately what percentage of students/students' families supported this fundraiser (e.g., contributed money to the effort, purchased products or sold products)? Please use your best estimate.

- 0-25%
- 26-50%
- 51-75%
- More than 75%

Q35: Did you run this exact fundraiser the year before?

- Yes [if yes, move on to question 9f]
- No [if no, move on to Q10]

Q36: How did your results from this fundraiser this year compare to last year's results?

- This year was far more profitable
- This year was slightly more profitable
- About the same
- This year was somewhat less profitable
- This year was far less profitable

Email Message to Survey Recipients

Dear Parent Group Leader,

Hope this note finds you well and finishing up a great school year. Also hope you get to enjoy a well-earned break, after so much hard work this school year.

Before you get that break, though, could you please take 5 minutes and help us out with a survey? We're really trying to get a handle on just what's going on fundraising-wise these days. What folks are running. What's working. What's not.

Here is a link to the survey:

<http://www.surveymonkey.com/s.asp?A=195868129E75682>

We've only sent this survey to a select sampling of parent group leaders, so your participation is key. The results will help us continue to provide the great insight and content you've come to expect from PTO Today magazine and ptotoday.com.

Thanks in advance,

Tim Sullivan
Founder, PTO Today

PS – As always, if you have any questions or if we can be of any help – feel free to call or email.

Please note: If you do not wish to receive further emails from us, please click the link below, and you will be automatically removed from our mailing list.

<http://www.surveymonkey.com/r.asp?A=195868129E75682>