

## **OTA: Youth Sports Fundraiser (Partnering with School PTAs) – Guidelines**

\*Partnering with school PTAs (Parent-Teacher Associations) to host a sports fundraiser is a great way to support local schools, promote physical activity, and increase community engagement.

\*\* Here are some guidelines to effectively collaborate with PTAs to plan, organize, and execute a successful sports fundraiser that benefits both the school and business:

### 1. PLANNING AND PREPARATION

- **Identify Target Schools**
  - Research: Identify schools in your area with active PTAs that might be interested in hosting a sports fundraiser.
  - PTA Contacts: Reach out to PTA presidents or board members to introduce yourself and propose a partnership.
  
- **Set Clear Goals**
  - Fundraising Goal: Determine the financial goal for the fundraiser (e.g., funds for new equipment, field trips, or school programs).
  - Event Type: Decide on the type of sports event (e.g., fun run, basketball tournament, field day) that aligns with the school's needs and interests.
  - Target Audience: Identify the target audience, including students, parents, and community members.
  
- **Develop a Proposal**
  - Benefits: Highlight the benefits of the partnership for the school, such as promoting physical fitness, enhancing school spirit, and raising funds.
  - Logistics: Outline the logistics of the event, including the date, time, location, and required resources.
  - Budget: Prepare a budget covering costs such as equipment, refreshments, and marketing, and propose how the funds raised will be split between the school and the business.
  
- **Gain PTA Approval**
  - Presentation: Schedule a meeting with the PTA to present your proposal, emphasizing how the fundraiser aligns with the school's mission and goals.
  - Feedback: Listen to the PTAs feedback and be prepared to adjust your plan.
  - Agreement: Once approved, draft a partnership agreement that outlines the roles, responsibilities, and financial arrangements.

## 2. ORGANIZING THE EVENT

- **Set the Date and Venue**
  - **Date:** Choose a date that works well with the school's calendar and doesn't conflict with other major events.
  - **Venue:** Secure a suitable venue, such as the school's gym, sports field, or a local park.
  
- **Recruit Volunteers or Implement with OTA Staff**
  - **OTA Staff:** Assign and prepare OTA Coaches for event.
  - **PTA Volunteers:** Work with the PTA to recruit parents, teachers, and community members to assist with the event.
  - **Roles:** Assign specific roles to volunteers or OTA Staff, such as registration, setup, officiating, and managing concessions.
  
- **Plan the Activities**
  - **Event Structure:** Design the event structure, including the schedule, game rules, and the flow of activities.
  - **Equipment:** Ensure that all necessary sports equipment is available and in good condition.
  - **Safety:** Plan for safety measures, including first aid stations and supervision.
  
- **Marketing and Promotion**
  - **Flyers and Posters:** Create promotional materials to be distributed at the school and in the community.
  - **Social Media:** Leverage social media channels to promote the event.
  - **School Communication:** Work with the school to include information about the fundraiser in newsletters, emails, and on the school's website.

## 3. EXECUTING THE FUNDRAISER

- **Setup and Registration**
  - **Setup:** Arrive early to set up the venue, ensuring all equipment and stations are in place.
  - **Registration:** Organize a registration area where participants can sign in, pay entry fees, and receive event materials such as T-shirts or wristbands.
  
- **Event Management**
  - **Opening Ceremony:** Consider starting the event with a brief ceremony to welcome participants and explain the day's activities.
  - **Game Oversight:** Monitor the games or activities to ensure they run smoothly and according to schedule.
  - **Concessions:** Offer refreshments for sale, with proceeds contributing to the fundraising goal.

- **Community Engagement**
  - PTA Involvement: Keep the PTA actively involved throughout the event, encouraging them to interact with participants and promote the cause.
  - Recognition: Acknowledge the efforts of volunteers, sponsors, and participants, and consider giving out awards or certificates.
- **Closing and Wrap-Up**
  - Final Announcements: Announce the total amount raised and thank everyone for their participation.
  - Cleanup: Ensure that the venue is cleaned up and all equipment is returned.
  - Thank You Notes: Send thank-you notes to the PTA, volunteers, sponsors, and participants after the event.

#### 4. POST-EVENT ACTIVITIES

- **Financial Reconciliation**
  - Funds Distribution: Reconcile the funds raised and distribute them according to the agreed-upon terms with the PTA.
  - Expense Review: Review all expenses to ensure the budget was followed.
- **Feedback and Evaluation**
  - PTA Feedback: Schedule a follow-up meeting with the PTA to discuss the event's success and areas for improvement.
  - Participant Surveys: Send out surveys to participants to gather feedback on their experience.
  - Debriefing: Hold a debriefing session with your team to discuss what worked well and what could be improved for future events.
- **Planning for Future Fundraisers**
  - Long-Term Partnership: Discuss opportunities for future fundraisers or ongoing partnerships with the PTA.
  - Event Documentation: Document the event's details, including what worked and any challenges faced, to assist in planning future events.

\*\*\*Partnering with school PTAs to create a sports fundraiser is a mutually beneficial opportunity that supports local schools and promotes community involvement. By following these guidelines, Overtime Athletics franchisees can build strong relationships with schools and create successful, impactful events that resonate with participants and contribute to the community.