

FUNDRAISING TEAM

Coordinator Role Descriptions

Memorial Elementary PTO

Policy & Procedures Handbook — Volume III

7 Coordinator Positions | Reports to Fundraising Chairs

Updated: April 2026

About the Fundraising Team

The Fundraising Team generates the revenue that makes everything else the PTO does possible. The team is led by two Executive Board chairs: the Community Fundraising Chair, who oversees the Gala, family giving, grants, and the corporate sponsorship pipeline; and the Student-Led Fundraising Chair, who oversees Fall Festival, Color Run/Boosterthon, Spirit Nights, Spiritwear, and School Supply sales. Each chair is a voting member of the Executive Board and reports to the Leadership Team. Coordinators report to their respective chair. A note on seasonality: most fundraising roles have a quiet season and an intense season. The time estimates below reflect averages — when your event is approaching, expect a significant surge. Plan for it early and build your committee before you need it.

Role	Reports To	Time Commitment
Fall Festival Coordinator	Student-Led Fundraising Chair	3–10 hrs/mo; intensive Aug–Oct
Spirit Nights Coordinator	Student-Led Fundraising Chair	2–5 hrs/month
Spiritwear Coordinator	Student-Led Fundraising Chair	3–8 hrs/month
School Supply Coordinator	Student-Led Fundraising Chair	8–12 hrs total (Apr–Aug)
Gala Coordinator	Community Fundraising Chair	8–10 hrs/mo; 15–20 hrs/mo (Dec)
Family Giving & Corp. Sponsorship Coord.	Community Fundraising Chair	3–5 hrs/mo; higher (Aug–Nov)
Grants Coordinator	Community Fundraising Chair	2–4 hrs/month

A Note on Role Flexibility

Any coordinator role may be combined with another by a volunteer who has the capacity and interest to cover both. If a coordinator position is not filled, responsibility for that function rolls up to the respective chair (Student-Led Fundraising Chair or Community Fundraising Chair), who may delegate as needed. Coordinator roles are designed to be filled, combined, or covered — not left undone.

Fall Festival Coordinator
 Fundraising Team | Non-Voting Coordinator

ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Student-Led Fundraising Chair	3–10 hrs/mo; intensive Aug–Oct	1–2 years recommended

ABOUT THIS ROLE

Fall Festival & Market is Memorial's signature fall community event — an open-air celebration on the school campus that brings together food trucks, artisan market vendors, games and inflatables, and the whole neighborhood. As Fall Festival Coordinator, you own the event from summer planning through teardown: securing the date, booking inflatables and food trucks, recruiting market vendors, managing volunteers, coordinating logistics with school administration, and running the event itself. This is a large-scale production that rewards someone who loves event planning and is genuinely energized by the organized chaos of a well-run community event.

Why This Role Matters

Fall Festival is one of Memorial's most visible community events — it brings in families, neighbors, and local businesses in a way that no other PTO event does. It generates meaningful revenue, builds community across grade levels, and puts the school on the map in the Heights / Timbergrove / Crestwood neighborhood. When it runs well, families talk about it for weeks. It only runs well because one coordinator holds the whole thing together.

WHAT YOU OWN

- Secure the event date, time, and budget
- Confirm date and time with PTO Board at the summer budget meeting — tentative date is mid-to-late October
- Confirm campus use with school administration (Principal, master calendar) and determine custodial staffing needs
- Establish the event budget with the Student-Led Fundraising Chair and Treasurer
- Book inflatables and major attractions
- Contact Carlos at Extreme Climbing Party Rentals (kelian@aol.com) — he has provided inflatables since 2021 and knows the campus layout
- Book smaller inflatable for younger children plus 3+ big-kid options; generators are typically included in the quote — pay day of delivery
- Book pre-arranged extras: photo booth, face painting, and any new attractions
- Recruit and manage the Market vendor section
- Update the Vendor Outreach Script and Market Application Google Form with current year dates
- Reach out to local vendors, artisans, and small businesses — 20–30 vendors fit comfortably on the blacktop; use the prior-year vendor list in Google Drive

- Vendors pay for their 10x10 space and bring their own tent, chairs, and table; food vendors need event insurance (standard practice)
- Recruit and confirm food trucks
- Aim for a coffee truck, sweets truck, and 2–4 savory options; trucks collect their own payment and must provide Dept. of Health documents
- Ask if trucks will kick back a portion of sales to the PTO; confirm generator / power source availability
- Coordinate games, activities, and stations
- Build a Game and Activity Stations spreadsheet (reference prior year): location, cost in tickets, tables/chairs needed, volunteers needed
- Determine prize structure; solicit any prize donations from families or sponsors
- Build a SignUpGenius for 2-hour volunteer blocks across the 4-hour event; ask Volunteer Chairs to recruit middle/high school volunteers for setup, stations, and teardown
- Manage corporate sponsorships for activities
- Work with the Fundraising team to offer named sponsorships — e.g., 'Sponsor a Bounce House at Fall Fest!'
- Obtain sponsor logos for signage and PTO acknowledgment
- Manage ticketing and sales
- Work with the Treasurer to set up Square store for online ticket/wristband pre-orders
- Order physical tickets or wristbands; send printed order forms home to families with Communications team support
- Set up ticket sales table at PK/K entrance day-of if needed
- Coordinate logistics, maps, and communications
- Create a campus map showing parking zones (food trucks on Byway/Haskell, vendors in Teacher's lot after drop-off, event-goers on city streets), game/activity station locations, restrooms (1st grade hallway), First Aid / Vendor Hospitality (PE room), and Volunteer Hub (library)
- Share map with all vendors, food trucks, volunteers, admin, full PTO board, and presidents of Camp Logan and Crestwood Civic Clubs
- Email vendors, volunteers, and food trucks with updated information 1–2 days before the event
- Plan for weather and day-of execution
- Develop a rain plan and associated indoor map — have it ready at least one week before the event
- Confirm custodial and after3 staff one week out
- Set up as much as possible the night before; ensure walkie talkies are charged and all exterior doors and gates are unlocked morning of event
- Request an HPD or HISD police officer to be present at the event
- Manage signage and neighborhood outreach
- Update date on Fall Fest yard signs; place in neighborhoods 1–2 weeks before; leave brief notes for unfamiliar residents; pick up immediately after the event
- Work with Communications team to advertise via ParentSquare, newsletter, and neighborhood groups

- Pass out printed pamphlets at National Night Out and other neighborhood events

WHAT SUCCESS LOOKS LIKE

- The event runs start to finish without a major logistics failure — vendors are in place, inflatables are running, food trucks are serving, and volunteers know what to do
- Market is filled with 20+ quality vendors and feels like a real community market, not an afterthought
- Ticket sales and vendor fees generate meaningful net revenue for the PTO
- Families and neighbors from outside the school show up — the event feels like a neighborhood event, not just a school event
- Post-event summary is written and filed in Google Drive within two weeks — detailed enough for next year's coordinator to build on it, not start over

TOOLS & PLATFORMS

<p>Google Drive Master</p> <p>planning folder: vendor apps, volunteer contacts, logos, sponsor tracking, maps, and budget</p>	<p>SignUpGenius Volunteer</p> <p>slot sign-ups for setup, stations, and teardown</p>	<p>Square / PTO Store Online</p> <p>ticket and wristband pre-order sales</p>	<p>ParentSquare / Comms Event</p> <p>promotion, ticket sales, day-of reminders, and neighborhood outreach</p>	<p>Canva Event</p> <p>signage, yard signs, pamphlets, and sponsor acknowledgment graphics</p>
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IDEAL FOR SOMEONE WHO...

- Loves event planning and is energized — not overwhelmed — by the complexity of a large outdoor community event
- Is organized enough to track vendors, volunteers, sponsors, food trucks, tickets, and logistics simultaneously without dropping threads
- Has strong community connections in the Heights / Timbergrove / Crestwood area — vendor recruitment and neighbor outreach go much faster with a warm network
- Is comfortable with ambiguity and weather — this event has a lot of moving parts and an outdoor venue
- Has attended or volunteered at Fall Fest before and understands its scope and scale

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Google Drive Event Folder	Full planning folder with vendor applications, sponsor contacts and logos, volunteer sign-ups, maps, budget actuals, and post-event notes
Vendor & Food Truck Contacts	Prior-year vendor list with contact info, space assignments, and performance notes; food truck contacts with kickback agreements and DOH notes
Inflatable Vendor Contact	Carlos at Extreme Climbing Party Rentals (kelian@aol.com) — has provided inflatables since 2021; note what was booked and what worked

<p>Campus Map & Rain Map</p>	<p>Current aerial maps for standard and rain plans — update annually for any campus changes</p>
<p>Sponsor & Civic Club Contacts</p>	<p>Corporate sponsor contacts, Camp Logan and Crestwood Civic Club presidents — for map sharing and community outreach</p>
<p>Post-Event Summary</p>	<p>Written summary: revenue, attendance, what worked, what to change, vendor quality, volunteer performance, and recommendations for next year</p>

SN	<h2 style="margin: 0;">Spirit Nights Coordinator</h2> <p style="margin: 0;">Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Student-Led Fundraising Chair	2–5 hrs/month	1–2 years recommended

ABOUT THIS ROLE

Spirit Nights are the PTO’s most consistent monthly touchpoint — and one of its most family-friendly fundraising programs. Each month you book a local restaurant or venue, arrange the revenue-sharing agreement, promote it to families, and track what comes in. Current venues include Cadillac Bar, Grotto, Star Pizza, Chick-Fil-A, Amy’s Ice Cream, Kendra Scott, and others. It’s a relationship-building role as much as a logistics one — the venues you cultivate become long-term partners.

Why This Role Matters

Spirit Nights are low-pressure, high-frequency touchpoints that keep the PTO visible and community-connected all year long. They’re often a family’s first experience with the PTO beyond the first day of school, and they bring in steady revenue that adds up significantly across the year.

WHAT YOU OWN

- Plan and manage the Spirit Night calendar for the full school year
- Book venues and confirm dates by August for the upcoming school year where possible
- Target one Spirit Night per month September through May (approximately 9 events/year)
- Maintain a mix of venue types — casual dining, dessert, experiential (e.g., Code Ninjas, Kendra Scott) — to appeal to different families
- Manage venue relationships and revenue-sharing agreements
- Negotiate or confirm the percentage of sales donated to the PTO for each event
- Coordinate logistics with each venue: flyer requirements, mention codes, dine-in vs. takeout eligibility, event hours
- Maintain a contact list of venue reps with relationship notes
- Promote each Spirit Night in coordination with the Communications team
- Submit event details to the Communications Chair at least 3 weeks before each Spirit Night
- Provide flyer specifications or create flyers in Canva as required by the venue
- Follow up with a reminder push the week of the event
- Collect revenue reports from each venue and reconcile with the Treasurer after each event
- Track year-over-year participation and revenue by venue to inform future booking decisions

- Identify and pitch new venues annually — especially experiential or unique spots that give families a reason to show up

WHAT SUCCESS LOOKS LIKE

- The full Spirit Night calendar is locked in and published before school starts each fall
- No month is missed — a Spirit Night runs every month September through May
- Family turnout at Spirit Nights is growing year over year
- You have a personal relationship with at least 6–8 venue contacts who are happy to hear from you each year
- Revenue from Spirit Nights is tracked accurately and reported to the Treasurer within a week of each event

TOOLS & PLATFORMS

<p>Google Drive Venue tracker, event calendar, revenue log & contact database</p>	<p>Canva Spirit Night flyers and promotional graphics</p>	<p>ParentSquare Promotion coordination with Digital Communication Coordinator</p>	<p>Email / Phone Venue outreach and relationship management</p>
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IDEAL FOR SOMEONE WHO...

- Is outgoing and comfortable cold-calling or emailing restaurants and businesses to pitch a Spirit Night
- Has a feel for what venues the Memorial community will actually show up to
- Is organized about follow-up — venues need reminders, revenue reports need tracking
- Has existing relationships in the Heights / Montrose / Timbergrove restaurant and business community (a major head start)
- Is consistent and proactive — the calendar needs to be built early, not month by month

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
<p>Venue Contact Database</p>	<p>All current Spirit Night venues with contact names, phone/email, revenue-sharing terms, and relationship notes</p>
<p>Spirit Night Calendar Template</p>	<p>Current year calendar with all booked venues and dates; template for building next year’s calendar</p>
<p>Revenue Tracking Sheet</p>	<p>Year-over-year revenue by venue — essential for knowing which venues to prioritize</p>
<p>Flyer Templates</p>	<p>Canva templates for Spirit Night flyers</p>
<p>Venue Evaluation Notes</p>	<p>Which venues had strong turnout, which underperformed, and notes on why</p>

SW	<h2 style="margin: 0;">Spiritwear Coordinator</h2> <p style="margin: 0;">Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Student-Led Fundraising Chair	3–8 hrs/month	1–2 years recommended

ABOUT THIS ROLE

You manage everything related to Memorial Elementary spiritwear — from design and ordering to sales events and inventory. You run the PTO online store for spiritwear, coordinate seasonal sales (including the final lawn sale in May), and make sure every family who wants a Mustang t-shirt can get one. It’s a creative, hands-on role that combines design, merchandising, and a little bit of retail management.

Why This Role Matters

Spiritwear is one of the most visible expressions of school pride — and one of the most consistent PTO revenue streams. When kids wear their Mustang gear, it builds community identity. A well-run spiritwear program runs itself month to month with a few bursts of intensity around ordering and sales events.

WHAT YOU OWN

- Manage the spiritwear design and ordering cycle
- Select or refresh designs annually — coordinate with a vendor and solicit community input if desired
- Manage bulk ordering timelines to ensure inventory is available for Back to School and major events
- Maintain a size/style offering that works for PK through 5th grade and adults
- Manage the PTO online store (Square) for spiritwear
- Keep inventory listings current and accurate
- Process or oversee order fulfillment for online purchases
- Coordinate with the Treasurer on payouts and revenue reporting
- Plan and run in-person sales events
- Back to School (August/September) — primary sales push for the year
- Final Spiritwear Sale on the lawn (May) — end-of-year clearance event
- Opportunistic sales at major events (Fall Fest, Color Run, International Fest) as capacity allows
- Maintain in-person inventory — accurate count, organized storage, and size availability tracking
- Coordinate promotions with the Communications team to drive awareness of new items and sales events
- Work with the Treasurer to reconcile inventory against sales and flag any discrepancies

WHAT SUCCESS LOOKS LIKE

- Spiritwear is available at Back to School — families can buy on day one
- The online store is current, accurate, and easy for families to navigate
- Inventory is organized and you always know what you have on hand
- The lawn sale moves old inventory efficiently — ideally ending the year with minimal overstock
- New designs generate excitement — you see kids wearing them within weeks of launch

TOOLS & PLATFORMS

Square / Online Store Spiritwear sales, inventory management & online store	Canva Design mockups for new items and promotional graphics	Google Sheets Inventory tracking and order management	Vendor Portal PrintOnDemand or print vendor order management
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IDEAL FOR SOMEONE WHO...

- Has an eye for design and knows what kids and parents will actually want to wear
- Is organized about inventory — enjoys keeping things counted, labeled, and tidy
- Is comfortable with Square or similar e-commerce tools (or willing to learn quickly)
- Can handle a burst of activity around sales events without getting overwhelmed
- Is resourceful about sourcing — knows how to find good quality at a price that leaves margin for the PTO

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Current Inventory Count	Full inventory by item, size, color, and quantity on hand — reconciled with the Treasurer
Online Store Admin Access	Transfer Square account admin access to incoming Coordinator and Treasurer
Vendor Contacts	All current print/production vendors with contact info, pricing, and turnaround time notes
Design Files	All current and past design files in Google Drive — organized by year and item type; include Canva source links
Sales History	Revenue and units sold by item, size, and sales event for the current year
Storage Location	Where the physical inventory lives, how it's organized, and any access notes

SS	<h2 style="margin: 0;">School Supply Coordinator</h2> <p style="margin: 0;">Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Student-Led Fundraising Chair	8–12 hrs total (Apr–Aug)	1–2 years recommended

ABOUT THIS ROLE

The school supply program is one of the most practical services the PTO provides — and one of its most efficient revenue generators per hour invested. There are two approaches and the coordinator chooses which path to run: the traditional vendor-fulfillment model (families order grade-specific kits online; a partner like EPI or School Specialty packs and delivers them) or the DIY model (the coordinator shops year-round for deals, self-assembles supply packets over the summer, and sells them directly to families). The vendor model is lower-effort; the DIY model requires significantly more time and summer work but often yields cheaper prices for families and higher margins for the PTO.

Why This Role Matters

Families love not having to fight the August back-to-school crowds for specific supplies. Teachers love that students arrive with exactly what’s on the list. And the PTO earns a margin on every kit sold without running a single event. It’s a win for everyone — which is exactly why execution matters.

WHAT YOU OWN

- Manage the annual school supply kit program
- Choose and execute one of two fulfillment paths each year (with Student-Led Fundraising Chair approval):
- Vendor path: Partner with EPI, School Specialty, or equivalent to build grade-specific lists, open the online ordering window (typically March–April), and coordinate delivery to classrooms before school starts
- DIY path: Shop year-round for bulk supply deals at back-to-school sales, warehouse clubs, and online retailers; self-assemble grade-specific packets in the summer (typically July–August); sell directly to families through the PTO store
- In either case: coordinate with teachers and the principal in January–February to confirm supply lists for the upcoming school year
- Open and manage the online ordering window for families (typically March–April)
- Oversee delivery to classrooms before school starts — coordinate with school administration on timing and logistics
- Promote the supply kit program to families through the Communications team — timing is critical (most sales happen in the first 2 weeks of the ordering window)
- Reconcile final orders and revenue with the Treasurer after the ordering window closes
- Evaluate vendor performance annually and identify alternatives if pricing or service quality declines

- Field family questions about orders, customization options, and delivery during the active window

WHAT SUCCESS LOOKS LIKE

- Supply kits are in classrooms and ready for students on the first day of school — every year
- Participation rate grows year over year as families learn about the program and trust it
- If running the DIY path: packets are fully assembled and stored before the first day of school with no last-minute scrambles
- Teacher supply lists are confirmed early enough that families have the full spring window to order
- Revenue from the program meets the budgeted target

TOOLS & PLATFORMS

Vendor Portal (EPI / School Specialty) Grade list setup, ordering management & delivery coordination	Google Drive Order records, teacher supply list confirmations & delivery notes	ParentSquare / Comms Ordering window promotion and deadline reminders	Email Vendor coordination and family inquiry responses
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IDEAL FOR SOMEONE WHO...

- Is highly organized and deadline-driven — the ordering window is time-sensitive and vendor deadlines are firm
- Is comfortable coordinating with teachers and school administration
- Wants a role with a defined, predictable season rather than year-round monthly demands
- Is responsive during the active window (March–August) — family questions need quick answers
- If considering the DIY path: is a resourceful shopper, organized about storage and assembly logistics, and understands this is a significantly higher time commitment concentrated in summer months

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Vendor Contact & Portal Access	Rep name, contact info, and login for the supply vendor portal
Prior Year Supply Lists	Grade-by-grade supply lists from the current year — starting point for next year’s teacher confirmation
Ordering Timeline	Key dates: when to contact teachers, when ordering window opens/closes, vendor production deadlines (or DIY assembly timeline), delivery window

Family Communication Templates	Email/ParentSquare templates for announcing the program, the ordering deadline reminder, and delivery confirmation
Order Summary	Final participation count, revenue, and any delivery or assembly issues — with notes on which path was run and a recommendation on whether to switch paths next year

GA	<p>Gala Coordinator Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Community Fundraising Chair	8–10 hrs/mo; 15–20 hrs/mo (Dec)	1–2 years recommended

ABOUT THIS ROLE

The Gala — known as “The Party” — is Memorial Elementary PTO’s signature annual fundraising event. Held in December, it’s a formal adult evening (most recent venue: Lodge 88) complete with ticketing, live entertainment, a silent auction, fundraising games (heads/tails, wine pull, and similar), sponsorships, and a lot of moving pieces. As Gala Coordinator, you lead the planning committee and own the operational execution of the event from venue booking in late summer through the final accounting in January.

Why This Role Matters

The Gala is consistently the PTO’s single largest revenue event of the year. It funds programs and initiatives that nothing else in the budget could support. It’s also a community event that families look forward to — done well, it drives sponsorship retention, volunteer enthusiasm, and a sense that Memorial PTO does things at a high level.

WHAT YOU OWN

- Lead all Gala planning and execution in coordination with the Community Fundraising Chair
- Book the venue and finalize the date by September 1st (December event)
- Coordinate catering, bar service, entertainment, décor, and AV
- Manage the event run-of-show and day-of logistics
- Oversee ticketing and attendance
- Set up and manage ticket sales via Betterworld or equivalent platform
- Track RSVPs and coordinate seating, name tags, and check-in flow
- Communicate event details (dress code, parking, schedule) to attendees in advance
- Manage the auction and fundraising games
- Lead the committee effort to solicit auction item donations from families, local businesses, and vendors — this is one of the most labor-intensive parts of the Gala and should never be a solo job; recruit 3–5 committee members specifically to support item procurement
- Set up and manage auction items in Betterworld or equivalent platform
- Organize in-event fundraising games such as heads/tails and wine pull — coordinate rules, prize procurement, and MC/host for each game
- Coordinate auction bidding, game facilitation, checkout, and item fulfillment night-of
- Coordinate sponsorships in partnership with the Community Fundraising Chair

- Execute the sponsorship fulfillment plan — recognizing sponsors in program, signage, and event acknowledgment
- Track all sponsor commitments and confirm delivery of promised benefits
- Build and manage the Gala planning committee — recruit volunteers for subcommittees (décor, auction, check-in, etc.)
- Manage the Gala budget, track actuals in real time, and report to the Community Fundraising Chair
- Complete a thorough post-event summary within two weeks of the event with final revenue, attendance, lessons learned, and vendor notes

WHAT SUCCESS LOOKS LIKE

- The event sells out or reaches capacity target — and families are already asking about next year before they leave
- Final net revenue meets or exceeds the budgeted goal
- The run-of-show is smooth — no major surprises on the night of the event
- Auction checkout is efficient and items are fulfilled within two weeks
- Sponsors feel recognized and are personally thanked — setting the table for renewals
- Your post-event summary is detailed enough that next year’s coordinator could pick it up and run

TOOLS & PLATFORMS

<p>Betterworld / Auction Platform Ticketing, auction management & donations</p>	<p>Google Drive Planning docs, budget, vendor contacts & post-event notes</p>	<p>Square / Online Store Backup payment processing</p>	<p>Canva Event graphics, save-the-dates & sponsor materials</p>	<p>SignUpGenius Recruiting Gala committee volunteers</p>
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IDEAL FOR SOMEONE WHO...

- Has event planning experience — ideally large-scale or fundraising events
- Is highly organized and can manage a complex project with many parallel workstreams
- Is comfortable with vendor negotiations, contracts, and timelines
- Thrives in the final sprint — the weeks leading up to the event are intense
- Has strong follow-through on financial tracking and post-event documentation

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
<p>Gala Planning Folder</p>	<p>Complete Drive folder: venue contract, catering/entertainment contacts, décor notes, run-of-show, budget actuals, and final revenue summary</p>
<p>Betterworld / Auction Platform Login</p>	<p>Transfer admin access; ensure prior year auction items, donor records, and ticket data are archived</p>

Vendor Contacts	Master list of all vendors used — venue, caterer, bartender, entertainment, AV, rentals — with contact names, contract terms, and performance notes
Sponsor Roster	All current and lapsed sponsors with contact info, giving history, and relationship notes — pass to Community Fundraising Chair for outreach continuity
Auction Item Donor List	All families, businesses, and organizations who donated items — with contact info and notes on what they contributed
Post-Event Summary	Written summary of final attendance, revenue by category, what worked, what to change, and recommendations for next year
Committee Roster	Names and contact info of reliable Gala committee volunteers with notes on their roles and how they performed

FG	<h2 style="margin: 0;">Family Giving</h2> <p style="margin: 0;">Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Community Fundraising Chair	3–5 hrs/mo; higher (Aug–Nov)	1–2 years recommended

ABOUT THIS ROLE

You are the execution arm of the PTO’s two most important non-event revenue streams: the fall Family Giving Campaign and the year-round Corporate and Community Sponsor Program. The Community Fundraising Chair sets strategy and owns the relationships at the highest level, but you handle the operational work — building sponsor packages, managing outreach, tracking fulfillment of sponsor benefits, running the family giving campaign logistics, coordinating donor perks, and ensuring corporate matching dollars are captured. This role turns strategy into money in the account.

Why This Role Matters

The Family Giving Campaign and the sponsor program together represent some of the PTO’s most efficient revenue — dollars raised without running an event, booking a venue, or recruiting 50 volunteers. But they only work if someone is managing the details: making sure sponsors get the signage they were promised, families get their donor perks, matching gifts are submitted, and the campaign communications go out on time. Without a dedicated coordinator, these programs stall or underperform.

WHAT YOU OWN

- Execute the fall Family Giving Campaign
- Launch the campaign in coordination with the Community Fundraising Chair and Communications team — typically a 3–4 week structured ask in September–October
- Manage the campaign timeline: pre-launch communications, donation window, mid-campaign reminders, and thank-you follow-up
- Coordinate donor perks — ensure all families who give at qualifying levels receive their promised benefits (e.g., recognition, event access, branded items)
- Track campaign participation and giving totals; report to the board and maintain year-over-year comparisons to identify growth trends and lapsed donors
- Coordinate with the Grants Coordinator on IRS-compliant acknowledgment letters for all campaign donors within 30 days of each gift
- Manage the Corporate and Community Sponsor Program
- Maintain and update tiered sponsorship packages (e.g., community, silver, gold, platinum) with defined benefits at each level — signage at events, website/newsletter recognition, tickets, naming rights for specific events

- Conduct outreach to prospective sponsors — local businesses, corporate partners, and community organizations — using the Community Fundraising Chair’s target list and your own leads
- Track all sponsor commitments in a master spreadsheet: company, contact, tier, amount, benefits promised, and fulfillment status
- Execute sponsor benefit fulfillment throughout the year — coordinate with the Communications team for website/newsletter placement, with event coordinators for signage, and with the Gala Coordinator for event recognition
- Coordinate corporate matching gift submissions — identify families whose employers offer matching and follow up to ensure matches are submitted
- Maintain the sponsor and donor CRM or tracking system in Google Drive — the Community Fundraising Chair and incoming coordinator both depend on this being accurate and current

WHAT SUCCESS LOOKS LIKE

- The Family Giving Campaign launches on time, runs for its full window, and meets or exceeds the revenue target
- Every donor receives an acknowledgment letter within 30 days — and families who gave at perk levels receive their perks promptly
- All sponsor benefits are fulfilled as promised — no sponsor has to ask where their signage is or why they weren’t mentioned in the newsletter
- Corporate matching submissions are tracked and followed up on — no free money left on the table
- The sponsor/donor tracking system is accurate, current, and organized enough that the Community Fundraising Chair can pull a status report at any time
- Year-over-year sponsor retention is strong and at least 2–3 new sponsors are added each year

TOOLS & PLATFORMS

<p>Google Drive / Sheets Sponsor tracker, donor CRM, campaign materials & perk fulfillment log</p>	<p>Canva Sponsorship package decks, campaign graphics & donor recognition materials</p>	<p>ParentSquare / Comms Family Giving Campaign communications and sponsor recognition posts</p>	<p>Square / Online Store Donation collection and perk item fulfillment</p>	<p>Email Sponsor outreach, corporate matching follow-up & donor acknowledgment coordination</p>
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IDEAL FOR SOMEONE WHO...

- Has experience in sales, business development, or nonprofit fundraising — comfortable asking for money and following up
- Is detail-oriented about tracking — sponsor fulfillment requires managing many small commitments across the year
- Is a clear communicator who can represent the PTO professionally to external partners
- Is organized about timelines — the Family Giving Campaign has a fixed window and the sponsor program has year-round deliverables

- Is comfortable working closely with the Community Fundraising Chair and taking direction on strategy while owning execution independently

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Sponsor Tracker	Master spreadsheet with all current and lapsed sponsors: company, contact, tier, amount, benefits promised, fulfillment status, and relationship notes
Sponsorship Package Materials	Current tier definitions, benefit descriptions, and outreach deck — in Canva and PDF
Family Giving Campaign Files	Campaign timeline, communication templates, donation data, perk fulfillment tracker, and year-over-year comparison data
Donor Perk Inventory	What perks were offered, what was fulfilled, and any outstanding commitments
Corporate Matching Records	List of families with matching employers, submission status, and amounts matched this year
Sponsor Recognition Log	Record of all sponsor recognition delivered this year: signage, newsletter mentions, website placement, event acknowledgment

GR	<h2 style="margin: 0;">Grants Coordinator</h2> <p style="margin: 0;">Fundraising Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Community Fundraising Chair	2–4 hrs/month	1–2 years recommended

ABOUT THIS ROLE

Grants are found money — and there’s more of it out there than most PTOs realize. As Grants Coordinator, you research, apply for, and track educational grants available to Memorial Elementary from corporations, foundations, and community organizations. You also support the Community Fundraising Chair and the Family Giving & Corporate Sponsorship Coordinator on donor acknowledgment letters, IRS-compliant record-keeping, and Donor Appreciation event logistics. It’s a behind-the-scenes role with potential for outsized financial impact.

Why This Role Matters

Grant funding is unrestricted revenue that doesn’t require an event, a vendor, or a family showing up somewhere with their wallet. A well-maintained grants pipeline can bring in thousands of dollars annually that supplements every other fundraising effort. Accurate donor records and timely acknowledgment letters are also essential for IRS compliance and donor retention.

WHAT YOU OWN

- Research and apply for educational grants
- Identify grant opportunities from corporations (employee matching programs, community grants), foundations, and local organizations
- Track application deadlines and requirements in a grants calendar
- Write or coordinate the drafting of grant applications — often requires a description of PTO programs and impact data from the President and Treasurer
- Follow up on submitted applications and report outcomes to the Community Fundraising Chair
- Support the Family Giving Campaign and donor operations
- Assist the Family Giving & Corporate Sponsorship Coordinator with IRS-compliant acknowledgment letters for all campaign donors — ensure all donors are thanked within 30 days of each gift
- Maintain the donor database in coordination with the Community Fundraising Chair — giving history, contact info, and matching employer details
- Support the Community Fundraising Chair in planning and executing the annual Donor Appreciation event — primarily managing the guest list, invitations, and RSVP logistics
- Track and report on matching gift opportunities — many corporate employers match employee charitable donations

WHAT SUCCESS LOOKS LIKE

- At least 2–3 grant applications are submitted per year, with at least one funded
- Acknowledgment letters go out within 30 days of every donation — never missed
- The Donor Appreciation event feels personal and genuine — donors leave feeling recognized
- The grants calendar has no missed deadlines
- Year-over-year, the donor database grows and more families participate in giving programs

TOOLS & PLATFORMS

Google Drive Grants calendar, application drafts, donor database & acknowledgment letters	Grant Databases GrantWatch, Foundation Directory, corporate giving portals	Canva Donor Appreciation event invitations and materials	MoneyMinder / Treasurer Coordinating donation records and acknowledgment letters
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IDEAL FOR SOMEONE WHO...

- Is a strong writer — grant applications require clear, compelling descriptions of PTO programs and impact
- Is organized and detail-oriented about deadlines and follow-up
- Is comfortable doing research — grant hunting requires time online across multiple databases and portals
- Has experience in development, nonprofit fundraising, or corporate giving programs (a significant advantage)
- Is relationship-oriented — this role involves cultivating donors, not just processing transactions

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Grants Calendar & Database	All active, submitted, and expired grants with deadlines, application status, award history, and portal login info
Donor Database	Complete donor list with giving history, contact info, matching employer info, and relationship notes
Acknowledgment Letter Templates	IRS-compliant donation acknowledgment letter templates — incoming coordinator should not have to recreate these
Family Giving Campaign Materials	Prior year campaign materials, results, and communication timeline
Donor Appreciation Event Files	Guest list, budget, venue contact, and event notes from the most recent event