

Post-Pandemic PTO Planning

Get ready to come back strong!

In 2020: Many questions, not a lot of answers

- School, district, town plans were changing as often as daily
 - Home, school, and work lives collided
- No precedent or past experience to guide us
 - How do we even operate our groups?

Looking ahead: What to focus on now

- Volunteer recruitment
- Elections and transition
- Creating, updating, and maintaining the budget
 - Fundraising
- Event ideas (including community-building)
 - Teacher and volunteer appreciation
 - Restarting for next fall

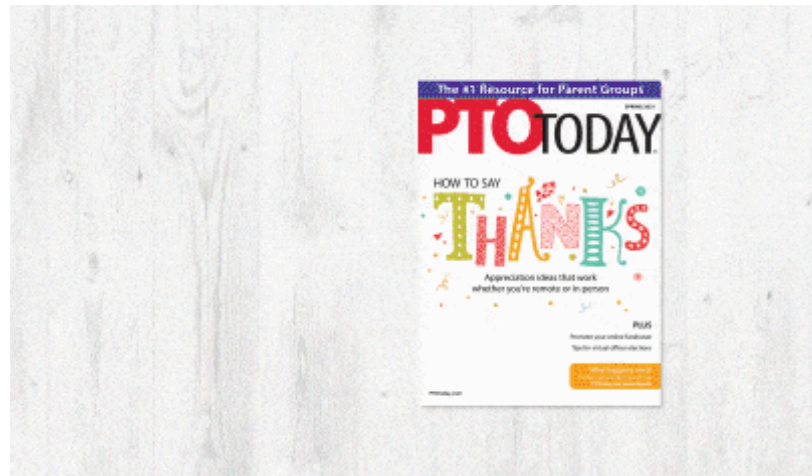
PTO Today knows parent groups

We've talked to many parent group leaders and volunteers since 1999

We connect you with a community of parent group leaders dealing with similar challenges

We have lots of resources and solutions—things we've learned along the way
and from leaders who have been there

We're leaders and volunteers ourselves!



What PTOs do best: Support students, teachers, families, and schools!



• **Volunteer Recruitment**

- Elections
- Budgeting
- Fundraising Challenges
- Fundraising Ideas
- Event Ideas
- Teacher and Volunteer Appreciation
- Restarting for Fall 2021



How to recruit volunteers

- Ask for input and feedback
- Make involvement appealing
- Provide a “menu” of volunteer opportunities
- Remind people often—weekly email, social media, principal’s message, etc.

How to recruit volunteers

Remember:

- Recruitment is ongoing, not one-and-done
- Say thank-you! Their time is precious



- Volunteer Recruitment

- **Elections**

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Post-pandemic election tips

Flexible roles

- Job-sharing is good
- Break down tasks to avoid overwhelm

Updated bylaws

Allow virtual elections to run smoothly

Post-pandemic election tips

Deeper recruitment

- Ask teachers about parents who are particularly active
- Canvass your room parents for interest in stepping up

The personal touch

One-on-one more successful than generic appeals

- Volunteer Recruitment
- Elections
- **Budgeting**
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Pandemic budget review process

1

Figure out how much money is in your bank account right now

2

Divide your possible income sources into likely, unlikely, and not sure

3

Divide your possible expenses into likely, unlikely, and not sure

4

Rinse and repeat at least monthly

Pandemic budget review process

- How close or far are you from fall projections?
- What adjustments do you need to make as a result?
- How much do you want to carry over for next year?
(Especially important if your projected bank account balance is low)

- Volunteer Recruitment
- Elections
- Budgeting

• **Fundraising Challenges**

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Biggest fundraising challenges

#1 How to fundraise during a pandemic

#2 How to communicate with families

#3 How to increase participation

FUNDRAISING CHALLENGE #1

How to fundraise during a pandemic

To pick the right fundraiser, first be clear about:

- How much you want to raise (your fundraising goal)
 - What it will be used for
 - What will appeal to your community

Then ask yourself these key questions:

- How quickly do we need the money?
- How much volunteer support can we expect?
 - What can our school community afford?

FUNDRAISING CHALLENGE #2

How to communicate with families

Use all channels

- Different people have different needs
- What worked before might not be ideal right now

Ask the principals and teachers for feedback

What communication methods have worked best for them

Keep it brief

- People don't have time to absorb a lot right now
- Be clear and to the point: Order deadlines, goals, contact info

FUNDRAISING CHALLENGE #3

How to increase participation

Provide something families want or need

- Helpful product, sentimental object
- Quality family time, educational opportunity

Reach out where they'll get the message

Highlight the benefits

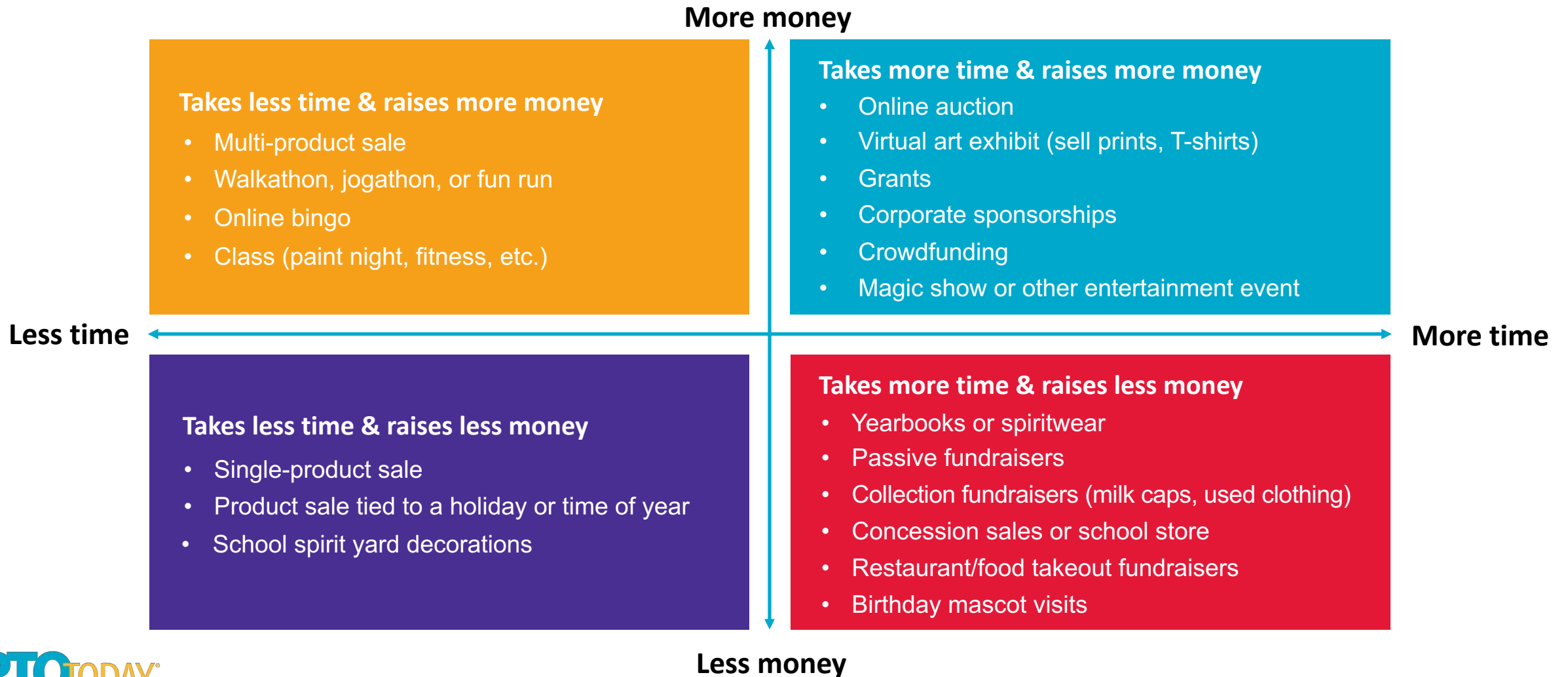
- Convenience
- Meets their needs
- Quick and easy

- Volunteer Recruitment
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Pandemic-friendly fundraiser ideas

How much time? How much money?



Pandemic-friendly fundraiser ideas

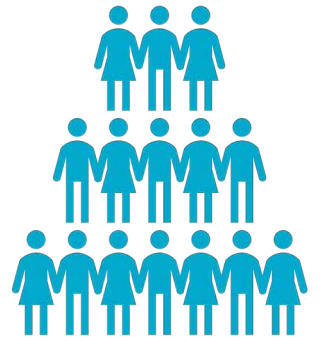
How many volunteers?

A few



- Grants (virtual)
- Business sponsorships (virtual)
- Passive fundraisers—AmazonSmile, box top/label collections, etc. (virtual)
- Collection fundraisers—milk caps, used clothing drive (good for social distancing)
- Restaurant fundraisers (good for social distancing)

A lot



- Walkathon, jogathon, or fun run (virtual or in person)
- Carnival event (in person)
- Yearbooks or spiritwear (virtual or in person)
- Concession sales or school store (in person)
- Bake sale (in person)

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Community-building events

Spirit week

Different theme each day; share photos

Painting or cooking class

Drive-through supply pickup; share photos of finished creations!

Bingo night

Recruit principal, teacher, or mascot to call numbers

One school, one book

Author visits by grade level

Family Tech Talk Night

Trend Micro expert presentation

SPOTSWOOD PTA & HELMETTA
MAYOR SLAVICEK
PRESENT
VIRTUAL SPIRIT WEEK

Show us your virtual community spirit! Every day we will be randomly selecting a winner from all participants for an awesome prize from Mayor Slavicek. To enter, take a picture and email it to spotswoodnjpta@gmail.com, tag us on Instagram @SPOTSWOODPTA, or post to our Facebook Page SpotswoodNJPTA.

Monday March 16th	Tuesday March 17th	Wednesday March 18th	Thursday March 19th	Friday March 20th
<u>PAJAMA DAY</u> TODAY IS A "SNOW DAY" SO WE ENCOURAGE YOU TO STAY IN YOUR PAJAMAS ALL DAY!	<u>ST. PATRICK'S DAY</u> WEAR GREEN TODAY!	<u>SCHOOL SPIRIT DAY</u> SHOW YOUR SCHOOL PRIDE! WEAR YOUR SCHOOL GEAR!	<u>FIRST DAY OF SPRING</u> WEAR YOUR FAVORITE BRIGHT COLORS TO WELCOME IN SPRING!	<u>DOWN SYNDROME AWARENESS DAY</u> WEAR YOUR CRAZIEST SOCKS TO CELEBRATE OUR DIFFERENCES!

Outdoor events

Field day

Reinvent popular ideas for at-home or socially distanced events

“Camping” picnic dinner

Blanket forts, DIY tents

Playground meetup

Pass out popsicles

School grounds or playground cleanup

Common goal with plenty of space to spread out

Family game night

Bring your own games



End-of-school events

Tie-dye T-shirts

Make and then wear on last day of school

Art show

Virtual, outside (rolling room dividers), or indoors via one-way route

Outdoor group sing

If allowed in your community

“BYO” outdoor family picnic

Spread picnic blankets or mark off squares at appropriate distance

Ice cream or shaved ice truck

Fun way to celebrate, little or no volunteer help needed



Graduation events

- Ice cream or shaved ice truck
- Glow party
- “Pizza in the park with the principal”
- Drive-through clap-out
- Scavenger hunt ending in a party
- “Decorate your own” kit (doughnut, cupcake, etc.)



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• **Teacher and Volunteer Appreciation**

- Restarting for Fall 2021

For teachers

- “Thank you” video montage
- Photos video montage
- Love letters from students
- Brown-bag breakfast or other treats
- Teacher Appreciation Week daily theme schedule
- Dinner from a local restaurant (curbside pickup or discount code)
- Individually wrapped snacks basket for grazing
- Doughnut holes
- Fun supplies (colorful pens, novelty pencils, lined sticky note pads, etc.)
- Gift cards



For volunteers

- “Thank you” video montage
- Photos video montage
- Love letters from students
- Brown-bag “to go” treats
- Small gifts with punny tags
- Handwritten thank-you notes
- Mug with PTO or school logo on it



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- **Restarting for Fall 2021**



Restarting for next fall

Review your budget

Line up officers for next year

File annual paperwork

- IRS Form 990 Series
- State incorporation paperwork

Summer to do list

- Change bank signers
- Update access to online shared drives
 - Board member retreat

Plan a back-to-school family welcome event

Back-to-school family events

Bingo

School supplies as prizes

Popsicles on the playground

Allergy-friendly ice cream social

“Meet the Mascot”

Other key faces, too

Spirit gear for new students

One-size items (tote bags) or collect sizes in advance



More information

[PTO and PTA Leaders Facebook Group](#)

[Volunteer Recruitment Strategies](#)

[Easy Jobs for School Volunteers](#)

[Online Voting Tips](#)

[Budgeting When Times Aren't Normal](#)

[Passive Fundraising Ideas](#)

[Events and Programs Resources](#)

[Ideas for Elementary School Graduation](#)

[Parent Group Planning Calendar](#)
(updated each summer)

[Family Tech Talk: Virtual Edition](#)

[Ideas for Building Spirit at Your School](#)

[Favorite Field Day Games](#)

[Teacher Appreciation Resources](#)

[Volunteer Appreciation Ideas](#)

[PTO Year-End To Do List](#)

[Hold a PTO Officers Summer Retreat](#)

[Back to School Resources](#)

[Post-Pandemic Planning Resources](#)

[Topics A-Z](#)

Thank you!

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