

# Report: Events, Marketing and Fundraising Sub-Committee



Meeting held: Tuesday 16<sup>th</sup> May 2017, 8am

Attendees: Kerie Wells (KW), Flip Shelton (FS) and Jenna Milligan (JM).

Apologies: Tracy Skiba (TS), Samantha Shephard (SS)

## KEY OBJECTIVES

The key objectives are to provide overall guidance and direction to the School Council in the areas of:

- i. **Manage and oversee fundraising and events (excluding those organised by the teaching teams – Special Events Team)**
- ii. **Continue to build and engage school community**
- iii. **Allocation of funds raised in-line with school priorities**
- iv. **Point of contact/liaison for School Council**
- v. **Oversee Class Representatives**
- vi. **Provide funds to support school families**

In our meeting this month, the Community Events, Marketing and Fundraising sub-committee discussed the following:

<b>Mother's Day</b>	Lena believes she made about \$2,000. Used the Grade 6's for most of the running and setting up. Good feedback that kids made the gifts.
<b>Cake Lotto</b>	Soraya Nasserri has taken that over. Julie to thank Tracey and Kate for their assistance in the past this week at assembly.
<b>Movie Night</b>	Raised just over \$1,000. Was a fun day. Need to start locking in leaders for term 1 and 2 next term. Maybe look at the date as last two years it was on the same weekend as a street party. Possibly look at moving it to winter as better for the weather. May have a potential new parent who works for Roadshow, they may be able to do the event where it is free.
<b>Entertainment Book</b>	Sent out about 320 books, have received 53 orders so far. We still have around 100 books that have not been bought or returned, so potentially more funds coming. Have raised \$742 so far. Next year, advertise earlier and promote through blog, assembly, as well as flyer.
<b>Events for Term 3 and 4</b>	<p>We need leaders for those that are yellow. Prep transition bookshop – approach Grade 1 parents.</p> <p>Look at replacing Crazy Camel or stream lining it to just one or two options.</p> <p>Fashion Night – Will talk to Kylie Colville. Mish in Grade 2 might take it on – very fashion forward. May need 2 or 3 as it is a big undertaking.</p> <p>How do we recruit leaders? Have a workshop as to what it is all about, then ask them to try and grow the group by inviting 2 people. Maybe have people introduced into the parent roles, instead of asking them to sign up themselves.</p> <p>Blog call out, Edwina e-mail, notices on the Year Level boards. Approach those who were involved</p> <p>George has left Coles. Woolworths are willing to support – need to make sure we approach them early enough.</p>

	<p>Real Estate boards to recognise our sponsors – Woolworths, Big W etc. Hand written thank-you cards to those who volunteer sent home.</p> <p>Coffee cart contact for Father's Day.</p>
<b>Musical</b>	<p>Need to start planning. Have discussed the program, flyers and real estate boards. Mandy in Grade 4 willing to do graphic design of it. Emily has met with the DVD people so that looks pretty much sorted. Marketing of Peter Pan seems under control except photographer. Marketing cannot make a profit. Fundraising element is the catering – need to start to rally people who are happy to be involved in that. Last year we sold small food items; pretzels, lolly bags and the bar. We cannot sell alcohol at this event, therefore we won't make as much profit. 700 seats – is that over two nights or one night? Clarify with Emily. Is it worth approaching caterers and see if they'd be willing to help out – soft charge and use it as a positioning job.</p>
<b>Funds Raised</b>	<p>Looking at other venues to direct funds raised through events. Look at resurfacing the other basketball court. Being more transparent about where money is going – may see the uptake of volunteers increased as there is buy in. Look at a suggestion box for fundraising ideas.</p>
<b>Rugby Jumpers</b>	<p>Minnie Law spoke to Julie which was approved. Deb has taken over. Will then transfer over to a Grade 5 project.</p>
<b>CommBanking</b>	<p>\$5 for each child account set up through the school, plus 5% of deposits kick-backed to the school, with a guaranteed \$25 per quarter.</p> <p>Armadale PS – see what the manpower required is each week to count the money. Approach Bank of Melbourne – see if they offer a similar program that offers a fundraising element as they are a current supporter of the school.</p> <p>How might this affect some families in our community?</p>

**Next meeting: Tuesday 13<sup>th</sup> June 2017 8:00am**