

Westgate Events and Fundraising Committee Meeting

Tuesday, August 20, 2018 – 8:15am

- Pass Attendance Sheet (name, email, childrens' grades, committee interests)
- Welcome new members!
- Open for questions

Events and Fundraising Overview

- ALL COMMUNICATIONS—FLYERS, GRAPHICS, NEWSLETTER BLURBS, ETC.—must be sent to events@westgateschool.org for review and approval before being posted or printed and shared. (Facebook posts to the parent or committee pages are exempt from this.)
- Our main point of contact with Admin when questions arise is Teri Garrick: teri.garrick@westgateschool.org
- Please track details of events as your committee works on them—dates and times, equipment and facilities needed, money needed and by when and how spent, and any services are needed of any staff member or teacher. This will help us get more efficient year over year.
- Our Events newsletter goes out every second Friday. Please send details about your events to events@westgateschool.org by Wednesday to be included in the following Friday's Events newsletter.
- To have your flyer or event posted to the Events Committee web page on the WG website, please send to events@westgateschool.org. Please save all flyers as PDFs and include the dates they should be posted.
- Parent volunteers can create events on the Parent Facebook page! If you want something created as a public Westgate event, send to events@westgateschool.org. Flyers and announcements can be posted on the Parent Facebook Group by any committee member!

New Business

Leadership Roles ***See separate document: "E and F Leadership 2019-20"***

Our committee must elect persons for the following roles: 1) Chair OR 2 persons as co-chairs; 2) If only 1 chair... 1 or 2 Co- or Vice-Chairs; 3) Secretary; and 4) Treasurer / Finance / Fundraising Lead

All work for this committee is broken into subcommittees (see descriptions and sign up sheet) which may act independently, with guidance from the chair(s) and school Admin. Two binders are available with information from past years' events to make coordinating an event easier.

Subcommittees ***See separate document: "E and F Leadership 2019-20"***

See separate document for more details on subcommittee descriptions and duties. Ideally each event/activity will have a main point person / coordinator and then several members to assist.

Background Checks

Westgate requires all volunteers who work in the school during school hours and/or chaperone field trips/overnight events to complete a background check. Effective for the 2019-2020 school year, Westgate will be using Sterling Volunteers to conduct background checks. All volunteer background checks are valid for 12 months.

Admin Discussion / Updates / Questions

At each meeting, we will have an admin staff member to assist us with any questions or concerns that only Admin or the business office can answer.

One question that is often asked at the beginning of each school year: What are we fundraising for? The school has budgeted for us to raise a minimum of \$10,000, but our overall goal for the year is \$30,000. All money the committee brings in is **unrestricted** meaning the school can use it for whatever needs they have!

However, in our flyers and promotions, we should use wording such as... "This event is our second largest fundraiser of the year and the funds we raise with this event can be used for such things as matching grant funds, classroom needs, professional development, equipment upgrades, or field trips and guest speakers!"

Open for additional questions. When coordinating an event, please reach out to **Teri Garrick** for any money or admin related questions: teri.garrick@westgateschool.org. Or, bring the questions to the monthly meeting to discuss with admin!

Admin / Communications suggestion:

- Communications director reminded us of the various outlets we have for reaching families: Sign, App, Website, Facebook, Instagram, Student Announcements, etc.
- It was recommended to have a “communications form” for each event where coordinators can work out messaging for our various forms of messaging

Upcoming Events for Discussion

Original Works

→ **Coordinator: Tara Feimster**

Volunteer needs coming up for this fundraiser include help with sorting orders when they arrive.

September 11 – RUN WILD Obstacle Course

→ **Coordinator: Rikki Ogden**

Volunteers needed ASAP to help with pre-event actions:

- Email, call, visit local businesses for sponsorships or donations (official donation/sponsorship letters available)
- Contacting and securing 2–3 food trucks for the 4-6pm public portion
- Help count and stuff flyers on Thursday morning, to go out in this Friday’s folders

Day-of-event volunteers can sign up now: <https://www.signupgenius.com/go/10c0d45a8ae28a1fa7-westgate4>

For discussion by the committee:

- I would like to invite Westgate-family owned/operated/related businesses to sponsor for any amount, and to be highlighted at the event. Any opinions on this? Suggestions on best way to highlight these businesses? Westgate-related businesses may sponsor the event at any amount to be highlighted on the Westgate-business sponsor page.
- Additionally, last year we offered businesses the option to set up a table or booth as a sort of “vendor village” near where participants are standing around waiting for their turn. At a minimum donation of \$50, Westgate businesses may also set up a table in the vendor village. Outside businesses may make a \$\$ donation or donate items at any amount to be featured as a sponsor. A donation of \$150 (in \$\$ or items) will allow a business to set up a vendor table.
- We need to set the pricing... my recommendation based on feedback from Ninja Nation and others is a flat fee of \$15 for “unlimited runs” (which is likely only 2-3 runs) Final decision: \$15 to register
- Do we want to ask the kids/families to gather pledges as we have in the past for the fun run? If so, I have started setting up online registration / pledges, and it will go live soon. OR, we can choose to only gather pledges via paper pledge form (but we do accept online payments). Would like some input from everyone on this choice. Final decision: No pledges this year, only flat fee registration.

September 9-13 School Spirit Week

→ **Coordinator(s): Erin Shugars, Corinne Tayler, Tara Feimster, Emily Demming**

School Spirit Week is happening Monday-Friday, September 9-13. Past coordinators have come up with a theme for each day (Westgate Wild hair day, wear Westgate blue!, etc.) and other fun activities. Historically during Spirit Week, we have also held a fun coin jar contest to pick the winning theme for the school Spring Carnival.

Scholastic Book Fair (Nov. 4-8)

→ **Coordinator(s): Alice Moore, Eva Kruse**

Scholastic Book Fair (November 4-8). At the end of the book fair week, we will hold our new fundraiser: D.E.A.R. Day!

D.E.A.R. (Drop Everything And Read! Day) November 8

→ **Coordinator(s): Besty Roberts**

This fundraiser will be held on the last day of the book fair.

Events on the Horizon

October 28 – Trunk or Treat

→ **Coordinator(s): Kristin Briggs, Kloie White**

Community-building event, not a fundraiser. Very popular and fun. We will need to check with High School early to make sure they will do the haunted house again (and if they can use the North Building). A signup for volunteers will be available closer to date of event.

December 9–13 – Holiday Shop

→ **Coordinator(s): Carrie Kvande, Jordyn Rodden**

February 10–14 – Be Kind to our teachers week

→ **Coordinator(s):**

This NEW event needs a coordinator. During Westgate Kindness week, the parents will shower the teachers with kindness (similar to how we have done teacher appreciate week in the past).

May 4–8 – National Teacher Appreciation Week

→ **Coordinator(s):**

This event needs a coordinator. During the National TA week, kids will show appreciate to teachers in small ways throughout the week.

May 16 – Annual Spring Carnival

→ **Coordinator(s):**

Being held off-site again this year at Al Lesser Building, Adams County Fairgrounds. This is our largest fundraiser of the year!

Misc. Committee Responsibilities

Conference Food Coordinating

→ **Coordinator(s): Candice McNair, Jenny English**

VOLUNTEER(s) NEEDED! Sept 26 & 27, Dec 19 & 20, March 19 & 20, June 4 – Our teachers give us a LOT of their time during conference days, we like to give back a few times each year by coordinating lunch food—either through donations or potluck style by parents—for the staff on conference days 4 times a year (this can mostly be done from home).

Restaurant Spirit Nights (Coordinator: Jillian Olson)

→ **Coordinator: Jillian Olson**

We also sometimes need someone to man a check-in table at spirit nights.

Box Tops for Education

→ **Coordinator(s):**

Need to review new system (mobile app?)

Great Harvest Bread Fundraiser

→ **Coordinator(s): Carrie Kvande**

Usually happens around November/Thanksgiving; Send out order form, collect payments, pick up bread when order is ready and deliver to school

New event ideas previously suggested for consideration:

- PARENT'S NIGHT OUT (with babysitting!)
- Brewery night (like a spirit night... but, at a brewery!)
- Bowling spirit night (Chippers, Fat Cats, etc.)
- Tree or plant sale (Spring fundraiser, but must order in the Winter)
- Teacher and/or parent charity concert, show, or game
- Battle of the bands inviting other middle / high schoolers in the area?
- Charity duck race down a nearby canal?
- Yard sale at the school and fundraiser with ARC afterward

- Other ideas?! Please share!

NEXT MEETING: Sept 17 @ 8:15 am

2019–2020 Events Calendar—At a Glance:

- Run Wild Obstacle Course: Sept 11
- School Spirit Week: Sept 9–13
- Teacher Conferences (we coordinate food): Sept 26 & 27, Dec 19 & 20, March 19 & 20, June 4
- Trunk or Treat: Oct 25
- Scholastic Book Fair: Nov 4–8
- D.E.A.R. (Drop Everything And Read) / All Day School of Reading: Nov 8
- Holiday Shop: Dec 9–13
- Be Kind to Our Teachers Week: Feb 10–14
- National Teacher Appreciation Week: May 4–10
- Annual Spring Carnival: May 16

Other / Ongoing Fundraising:

- King Soopers Cards
- Original Works: Aug/Sept/Oct
- Harvest Bread: TBD (usually near Thxgv)
- Skate City Monthly Spirit Nights
- Restaurant Monthly Spirit Nights
- Box Tops
- Longmont Dairy Caps
- Amazon Smile
- Grandrabbits Bucks

In attendance at August 20 meeting:

Rikki Ogden
 Kristin Briggs
 Erika Strauss
 Betsy Roberts
 Brianne Evans
 Lalanya Bingham
 Jenny English
 Eva Kruse
 Katie Adamson
 Erin Shugars
 Corinne Taylor
 Rochelle Ghose
 Tara Feimster
 Tina Heirls
 Candice McNair
 Ariane Santorno
 Carrie Kvande
 Jordyn Rodden
 Alice Moore
 Emily Demming
 Jessica Mitchell