



Hello Highland Families!

We hope you're all staying healthy and well!

With social distancing still in place, we have organized our first **crowd-funding fundraiser** for the Highland PTA. Since it's in February, we're calling it "**Share the Love.**" ♥

The idea is that highland families try to generate donations to this fundraiser by:

1. [Donating yourself](#) if you are in a position to do so
2. Asking others for donations
  - a. Here are some ways to ask others for donations
    - i. Have your child/ren call, email or send a letter to friends or relatives, asking them to support their school (see below for example language)
    - ii. Post on your personal social media platforms
    - iii. Tell your community (Highland is a community school!)
      1. Neighbors
      2. Local businesses

Our goal is a lofty \$20,000, which will benefit Highland School through the Highland PTA. We have in mind renovations to the playground, specifically, starting with the basketball area.

Highland has about 400 kids who attend. Here's an idea of what that means in terms of our \$20,000 goal:

- If every student generates \$50 we will meet the goal
- If half of the student generate \$100 we will meet the goal
- If 25% (a mere 100 kids) of the students who attend Highland generate \$200 each, we will meet our goal.

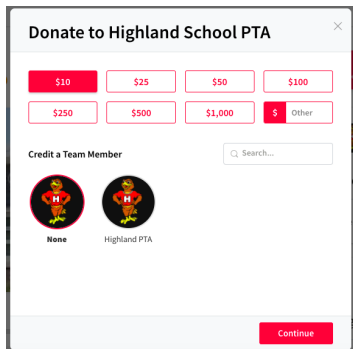
♥ **THIS IS VERY POSSIBLE!** ♥

If, through friends, family and social media, we are able to generate *more* than these baselines, there is a real possibility that we could EXCEED our goal by a TON!

## LET'S DO THIS!

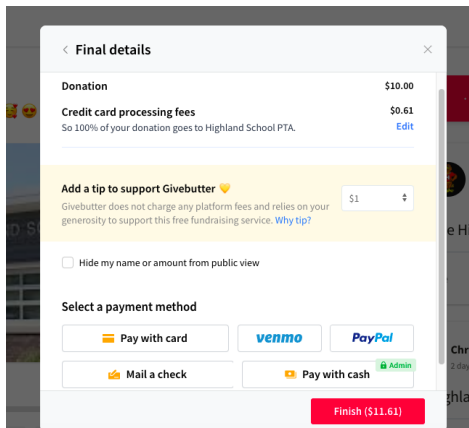
About the platform GIVEBUTTER:

- Donors can give any amount they like! No minimum donation!



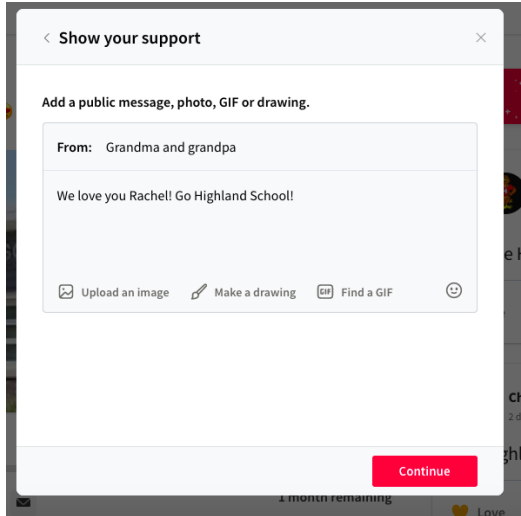
The screenshot shows a mobile app interface for donating to Highland School PTA. At the top, there are several red buttons for preset donation amounts: \$10, \$25, \$50, \$100, \$250, \$500, \$1,000, and an 'Other' button. Below these is a section titled 'Credit a Team Member' with a search bar and two circular icons representing team members: 'None' and 'Highland PTA'. A red 'Continue' button is at the bottom right.

- Donors can pay by any method (except cash)

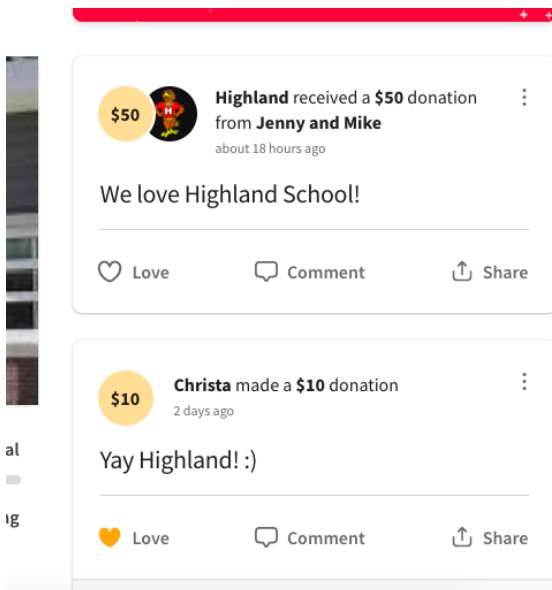


The screenshot shows the 'Final details' screen of the Givebutler app. It displays a donation of \$10.00 with a credit card processing fee of \$0.61. A yellow banner prompts the user to 'Add a tip to support Givebutter' with a dropdown menu set to \$1. Below this is a checkbox for 'Hide my name or amount from public view'. Under 'Select a payment method', there are buttons for 'Pay with card', 'venmo', 'PayPal', 'Mail a check', and 'Pay with cash'. A red 'Finish (\$11.61)' button is at the bottom.

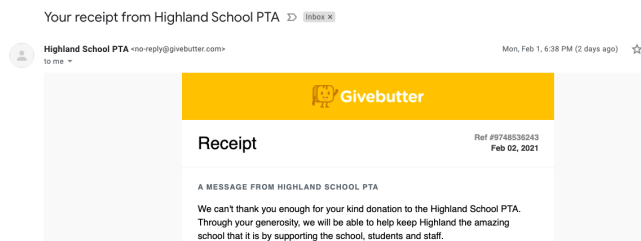
- The above is an example of a \$10 donation. As you can see, the donor is able to cover the credit card fees and “tip” the platform, so that all of the intended donation goes to the PTA. Woohoo!
- The donor can also give a shout out to Highland or to whomever they made the donation on behalf of, by leaving a little note. It looks like this:



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- Finally they submit their donation of any amount and it is posted to the cheer board! Here's an example of a couple of real donations! (you can also see these right on the [donation page](#))



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- Once the donation has been made, the donor receives a receipt via email, which they can use for tax purposes if they choose to do so. The receipt contains the complete details of the transaction. Here's a snippet of what the receipt looks like (this isn't complete - it's just the top)



- That's it!!! [SHARE AWAY!!!](#) Since this is virtual, anyone can donate from anywhere in the world! :)
- Keep checking back to the website to see how we're coming along!

Here is some language you can have your kids use to solicit donations from family members, friends, neighbors, or anyone -- via email, regular mail, phone call, or in person conversation! ! Use whatever language you like, this is just a suggestion :)

Dear \_\_\_\_\_,

I am a \_\_\_\_\_ (kindergartener, 5th grader etc) at Highland Elementary School in Skokie. We are raising money to fix up our playground, specifically starting with the basketball area. Would you be willing to support my school with a donation of any amount? Here's the [link to our fundraising website](#). You can share this link with anyone else you think might want to support a good cause like this. We're accepting donations throughout February. Your donation is even tax deductible!

Thank you so much for supporting Highland!

Love,

\_\_\_\_\_

Thanks again Highland families for coming together to support your PTA during this season. We're hoping that this fundraiser not only raises amazing amounts of funds, but that it prompts folks to reach out and connect with their families, friends and community members they may not have connected with in awhile.

As always, if you have any questions or comments, or if you'd like to join the Highland PTA, please email us at [ptahighlandschool@gmail.com](mailto:ptahighlandschool@gmail.com)

The Highland PTA ❤️