

PPS Districtwide Fundraising & Advocacy

Co-create an effective districtwide strategy where the foundation raises funds for schools across Portland Public Schools and serves as the convenor for advocacy on behalf of public schools and improvement in student outcomes.

1. **By August 1, 2024, enhance an existing Board of a districtwide foundation** so that there is a diverse mix of experience and expertise on the Board and a strong connection to Portland Public Schools. Experience and expertise areas could include: fundraising, marketing, legal, financial/auditing, donor cultivation, community and parent organizing, and advocacy.
2. **Develop Goals and Plans by September 1, 2024.** Build a two-prong strategy to both communicate about and advocate in the community for PPS's needs and also a strong fundraising plan.
3. **Engage with PPS Community about Districtwide Fundraising & Advocacy:** Engage with key stakeholders, including parents, community members, local businesses, and alumni, to communicate the benefits of donating to a district-wide foundation. Highlight how consolidating fundraising efforts and advocacy can lead to greater efficiency, equity, and impact across all schools within the district.
4. **Conduct a Needs Assessment:** Conduct a thorough needs assessment to determine the areas of greatest financial need in schools and a prioritized plan.
5. **Establish Clear Goals and Objectives:** Define clear goals and objectives for the districtwide foundation related to fundraising and community advocacy. These goals should align with the district's strategic priorities, educational objectives, foundation capacity, and long-term financial sustainability plans.
6. **Develop a Comprehensive Fundraising Strategy:** Build on the current districtwide fundraising plans. Co-create a comprehensive fundraising strategy to generate revenue to meet the identified needs. This strategy could include a mix of fundraising methods such as annual campaigns, major gifts, corporate partnerships, grants, and fundraising events. An effective fundraising plan involves thorough preparation, clearly defined goals, focused tactics, and continuous assessment. The strategy may include:
 - a. **Establish Fundraising Goals:** Begin by laying out PPS fundraising goals. It is important to carefully assess the amount of annual and long-term funding required, identify the specific programs or initiatives that will benefit from the funds, and establish a realistic timeframe for accomplishing these objectives.
 - b. **Identify Target Donors:** Determine and categorize desired donor groups. This may involve parents, alumni, local businesses, community members, foundations, granting agencies, and other potential supporters. Customize

fundraising strategies for each segment, taking into account their individual interests, capacity to contribute, and alignment with your cause.

- c. Optimize Fundraising Approaches: Employ a variety of fundraising methods to effectively achieve objectives, including:
 1. Annual Campaigns: Implement annual giving campaigns that focus on engaging parents, alumni, and community members. Emphasize particular funding requirements and share impactful stories to motivate contributions.
 2. Major Gifts: Continue or develop strong connections with influential donors who have the ability to make significant donations. Create customized cultivation plans and recognition strategies for major donors.
 3. Corporate Partnerships: Maintain existing and explore collaborations with local businesses and corporations to secure sponsorships, grants, employee matching programs, and cause-related marketing initiatives.
 4. Events: Plan and coordinate a variety of fundraising events, including events, Giving Tuesday, auctions, sports tournaments, and community fundraisers, to actively involve donors and generate financial support.
 5. Online Fundraising: Utilize online platforms and social media to initiate crowdfunding campaigns, peer-to-peer fundraising initiatives, and digital donation drives.
7. **Donor Engagement:** Develop a plan to engage donors and foster long-term relationships with them. This plan may involve: ongoing communication, donor recognition within PPS's Policies, and Stewardship activities.
8. **Provide Transparency and Accountability:** Ensure transparency and accountability in the use of funds raised through the district-wide foundation. Develop clear guidelines and reporting mechanisms to demonstrate how donations are allocated and the impact they have on enhancing educational opportunities for students district-wide.
9. **Continual Evaluation, Measurement of Performance, Adaption:** Set up key performance indicators (KPIs) to gauge the effectiveness of fundraising endeavors. Monitor key performance indicators like donation revenue, donor retention rates, average gift size, and return on investment (ROI). Utilize data analytics to assess performance, recognize patterns, and make informed decisions to enhance your fundraising approach. Continually evaluate the effectiveness of the district-wide foundation and fundraising strategies. Solicit feedback from stakeholders, track fundraising metrics, and make adjustments as needed to optimize fundraising efforts and donor engagement.
10. **Co-create a Districtwide Advocacy Strategy:** Engage school-related groups (e.g. PTAs, Booster Clubs, student clubs) and community organizations around a plan for enhanced advocacy at the local and state level on behalf of public education generally and Portland Public Schools specifically.

11. By following a plan with these attributes, the district, in partnership with the foundation, can work towards establishing sustainable and effective district-wide fundraising that supports all PPS schools and garnering support from parents and the broader community.

CONCEPTUAL DRAFT