

PTO FAQ & Guidelines 2011-2012

UPDATED 12/14/11

This document is meant to provide additional guidelines for volunteers who are organizing events, helping with communication, leading a fundraising effort, or fulfilling some other role within the PTO. This is a first attempt at providing written guidelines for many procedures. It is anticipated that this document will be added to and updated as we formalize and document PTO procedures throughout the rest of the school year. This document will be published on the PTO page of the SCS website, and the latest version will always be found there.

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Communications

Wednesday Folder

Approval & Process

- All flyers to go in Wednesday folder need to be approved by SCS Director prior to making copies or scheduling for inclusion
- Ideally, flyers should be translated into Spanish as well, see below for resources for translation

To make copies for the Wednesday folder:

- Total copies: 260 English, 30 Spanish
- Ideally in the following sets: 5 sets of 22, 5 sets of 30.
- Provide to the SCS office by Tuesday morning for inclusion in that week's folder

Who pays for copies? Depends on what they are for:

1. For Charter Your Course administration => comes out of PTO budget of \$1000 for CYC administrative funds
2. For CYC Family Fundraiser => either can be paid for directly by a family, or comes out of profits from the fundraiser. If the latter, the copies can be paid made using the PTO account at Copy Store & More but needs to be designated which fundraiser it is for so expense can be deducted from appropriate CYC pledge
3. For PTO communication => comes out of PTO budget of \$300 for PTO copies. Please make sure someone from the PTO board or PTO committee lead has approved the expense prior to running the copies.

If copies are being paid for by the PTO:

- Copy Store & More, put on the SCSF account
- Put the receipt, with a handwritten note of what is was for in the PTO inbox in the office *or* email PTO Treasurer Nona Gamble (nonaandbill@sbcglobal.net) with the date you made the copies & as to what its for so we can put it on the budget.

Spanish Translation

We do not have a regular translation process. There are several parent volunteers available for this however. Please contact the Volunteer Committee (volunteer@sonomacharterschool.org) to request help with translating documents. We hope to have a system for sending documents to be translated in a timely manner by volunteers soon. If you are in a rush, it is recommended that you use Google Translate, although not perfect, as a “better than nothing” measure – see <http://translate.google.com/>.

PTO Communications Policies

- All kids photos must be checked with Molly in the office that they are ok to publish
- Kids photos & first name only in weekly email
- Photos only on SCS Facebook page (unless you’ve gotten approval from their parents specifically to use their names)
- Facebook postings by SCS Facebook admins should be coordinated so multiple posts don’t show up on the same day or more important posts are not immediately posted over by less important posts – if you aren’t sure, check with PTO communications chair(s).

Email Groups/Lists

Email	Who	Notes
beautification@sonomacharterschool.org	Beautification Committee Chairs	
cyc@sonomacharterschool.org	Charter Your Course Lead	
cycteam@sonomacharterschool.org	CYC Team 2011-2012	Includes CYC class reps, CYC lead, CYC mentors
photos@sonomacharterschool.org	Communications Chars/Inbox	Use to submit any & all photos for use on FB, weekly emails, website and/or yearbook
pto@sonomacharterschool.org	PTO President & Communications Chairs	Use for requests for weekly email & PTO suggestions
ptoboard@sonomacharterschool.org	PTO Board & Committee Leads	
ptogroup@sonomacharterschool.org	PTO Group	Comprised of those requesting information and updates from the PTO, PTO Board Members, past PTO Meeting attendees, CYC class reps & mentors and SCS faculty & staff.
staff@sonomacharterschool.org	SCS Staff & Faculty	
volunteer@sonomacharterschool.org	Volunteer Chairs	Use for requests for weekly email & PTO suggestions
wishlist@sonomacharterschool.org	WishList Coordinator	Use for library, classroom or school wish list requests
webmaster@sonomacharterschool.org	Email coordinator	Use for requests to remove/add/update emails from any email group list
fundraising@sonomacharterschool.org	Fundraising Committee Chair(s), CYC Team Lead, PTO President	Use to communicate new fundraising ideas or communicate with fundraising chair(s)
Class/grade email lists		Includes main email for each student in classroom; does not include teacher's email
grade6@sonomacharterschool.org	Grade6	
grade7@sonomacharterschool.org	Grade7	
grade8@sonomacharterschool.org	Grade8	
room10@sonomacharterschool.org	Room10	
room11@sonomacharterschool.org	Room11	
room12@sonomacharterschool.org	Room12	
room14@sonomacharterschool.org	Room14	
room2@sonomacharterschool.org	Room 2	
room3@sonomacharterschool.org	Room3	
room4@sonomacharterschool.org	Room4	

Weekly Emails

List out information & deadlines for weekly emails:

1. PTO Weekly email – *sent Tuesday on school weeks*

- a. All upcoming events*
- b. Volunteer requests
- c. Events with a CYC earnings opportunity element are promoted for the sake of the event; details on the earning opportunity should be provided as a link to the SCS website, or detailed in the CYC email
- d. *CYC Family fundraisers that are promoting solely one business are excluded

To submit items for the PTO Weekly email, sent to PTO Communications at pto@sonomacharterschool.org . Items received by 5pm Friday will go in the following week's email. All submissions must be reviewed & approved by the PTO communications chair(s) and the director.

2. CYC Weekly email – *sent Wednesday on school weeks*

- a. CYC Earnings Opportunities
- b. Raised-to-date figures
- c. Promotion of CYC Events
- d. Resources for families to begin a CYC fundraiser

3. CYC Special Offer – *sent Fridays when a new offer is available*

- a. Special offers from SCS families with businesses donating a portion to CYC

Process for New Fundraising Ideas & Plans

In the event that someone from the community or the SCS school community has a fundraising idea and brings that idea formally or informally to anyone at SCS, such as a faculty member, governing board member, staff member, PTO board member, Charter Your Course (CYC) Lead coordinator or SCS Director, that person will promptly connect that person with the PTO Fundraising Committee chairperson(s).

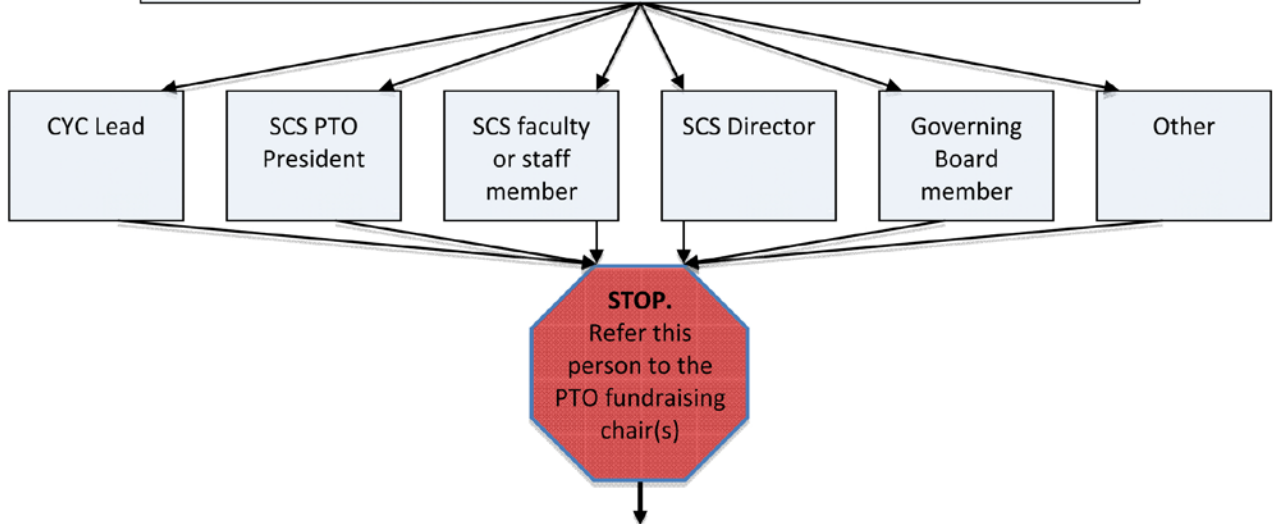
The PTO Fundraising chairperson(s) will spend time with the individual who has the fundraising idea to explore if the idea is feasible in its current form, if the individual wishes to take responsibility for the fundraiser as a CYC or as a PTO event, if they need a partner and if the idea will require funding from the PTO in the form of seed money. This process allows for a single point of contact during this period of exploration of the initial idea and limits the potential confusion that can arise when interacting with multiple enthusiastic well-meaning parties who might have conflicting information. It will also allow the SCS PTO to deliver a consistent message regarding our preferences regarding fundraisers that are connected with the SCS name.

Once the fundraising idea is better understood, the next steps depend on the scope of the fundraiser itself. A simple CYC fundraiser involving a single individual would require connecting that person with a CYC mentor, for example. In terms of funding, any request for funding less than \$100 will require approval of the SCS PTO Fundraising committee at a regularly scheduled meeting; the individual would be expected to complete the attached worksheet and present the idea at the meeting. Any request for funding \geq \$100 would require SCS PTO Board approval at a regularly scheduled meeting; the individual would be expected to complete the attached worksheet and present the idea to the board. In some instances, resources for alternatives to PTO funding will be provided to the individual, as PTO funding is limited.

See chart below: Proposed Mechanism for Evaluating New Fundraising Ideas

Proposed Mechanism for Evaluating New Fundraising Ideas

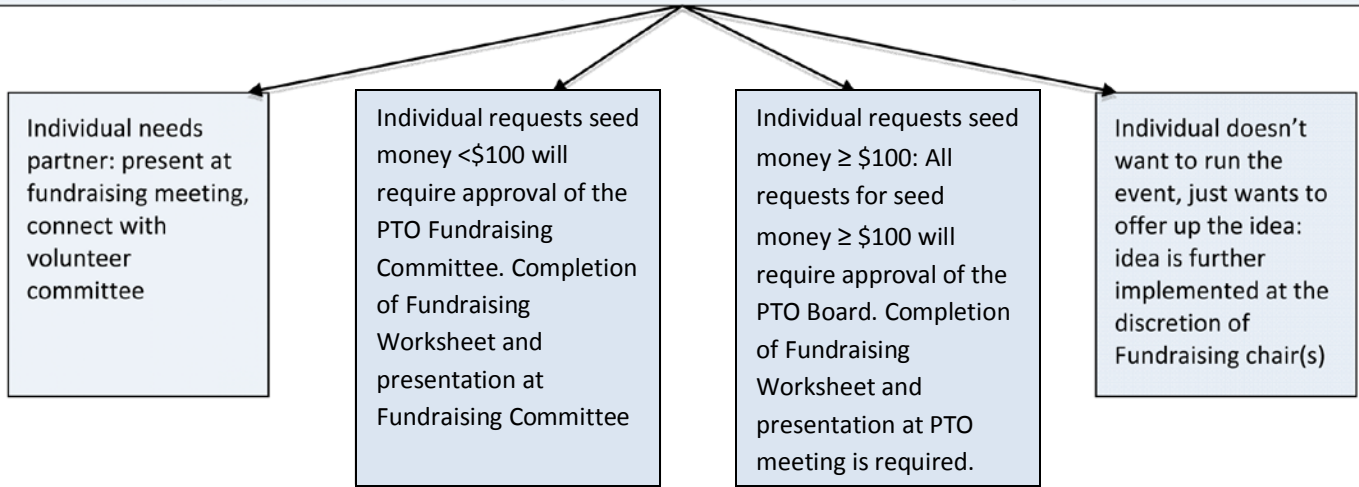
A fundraising idea (CYC or PTO, individual or group) is presented for the first time to:



PTO Fundraising chair(s) discuss fundraising idea with the individual, including:

- Are they willing to run the event?
- Do they have a partner(s) in mind? (Note: anyone proposing a major event will require a partner)
- Is it feasible? If not, are there alternatives or modifications to the idea that can make it more successful?
- Is this a CYC or PTO or mixed fundraiser?
- (please note that this conversation will have fewer people involved to avoid confusing potential new volunteers)

The PTO Fundraising chair(s) will be available to help individuals complete the SCS Fundraising Worksheet if needed



Formal appeal process: in the event that an individual's request for seed money is declined by the Fundraising Committee, the individual may file a written appeal with the PTO board to request that the application is heard by the PTO Board. This appeal will be responded to in writing within 30 calendar days.

New Ideas (non-fundraising)

New ideas are always floating around and help make the school great! If an idea would be best served by involvement of the PTO, it should be brought to the heads of the appropriate committee to consider whether it is something they can take on or support. Because we are all volunteers, not all good ideas can be carried forward in a given year by the PTO... the more that the person with the idea can volunteer resources, time & leadership to carry forward the idea, the more likely it can happen. Sometimes good ideas need to be balanced with other priorities for time & events as well. If you have a good idea and do not feel like it was given enough consideration by the committee you have brought the idea to, you should then appeal to the PTO Vice President or President to discuss.

Charter Your Course Volunteer FAQs

If a volunteer participates in a CYC Earning Opportunity, how does this help the family's CYC Pledge?

Several CYC Earnings Opportunities are being organized to help families meet their CYC pledge. If you participate in a CYC Earnings Opportunity, you and all other volunteers who participated in this opportunity share the profits of that fundraiser towards your CYC donation. For example, volunteers who work at the CharterBlend Coffee Cart get the amount raised the day they worked contributed in their name as a CYC donation.

Can a CYC donation be made by an individual outside SCS, in the name of a particular student or family?

Yes. A check can be made to "Sonoma Charter School Fundraising" from anyone outside the school towards a family's CYC pledge. The check should state CYC and the name of the student or family in the memo line.

If an SCS family wants to donate in the name of another SCS family for their CYC pledge, can that be done?

Yes. Same as above, any SCS family can donate towards another SCS family's CYC pledge by stating CYC and the name of the student or family in the memo line.

How do I share information about a CYC fundraiser or event?

First, make sure that the CYC team & PTO know about the event (cyc@sonomacharterschool.org and pto@sonomacharterschool.org). Depending on the nature of the event, items can be shared via Weekly Email, Wed. Folder flyer, in the Update Newsletter, PR to the Index Tribune Education column, to your child's classroom, at PTO meetings, and the SCS Facebook site. See the communications section for more detail.

PTO Expenses

Below, please see the PTO budget for 2011-2012 approved at the November PTO meeting.

Approval for expenses. Any expense not approved in the budget would require approval from the PTO board.

Reimbursement for expenses. For reimbursement of expenses, provide a copy of the receipt and explanation of the expense to PTO Treasurer Nona Gamble either in the PTO inbox in the office, or digitally by emailing nonaandbill@sbcglobal.net.

PTO Budget Proposed 11/02/11				Statement Balances as of 9/30/11:	
	Last Year	Proposed	Actual		
PTO operations Expenses					
Mailing expenses	\$0.00	\$50.00		SCSF Admin	91060.46
Copies	\$0.00	\$300.00	\$22.68	SCSF Scrip	9418.12
Storage	\$1,668.00	\$1,668.00	\$556.00	SCSF Lunch	5236.52
PTO Admin Costs	\$0.00	\$500.00			
Banking Fees-	\$300.00	\$300.00	\$64.90		
DBA expenses	\$0.00	\$200.00	\$40.00		
Tax Returns	\$15.00	\$15.00			
SOI Secretary of State Fee	\$25.00	\$25.00	\$20.00		
Insurance	\$350.00	\$350.00	\$350.00		
Email Fees	\$0.00	\$180.00			
PO Box	\$0.00	\$62.00			
Social- Parent Involvement	\$0.00	\$1,000.00	\$57.10		
Bookkeeping	\$1,615.00	\$1,700.00	\$490.00		
Fundraisers					
Gala**	\$32,497.07	\$0.00			
Jag-a-thon	\$497.00	\$1,000.00			
Spaghetti Feed	\$1,269.90	\$1,350.00	\$225.00		
SCSF pledge	\$50,000.00	\$0.00	\$0.00		
PTO/CYC Contribution to School*	\$0.00	\$150,000.00			
CYC expenses	\$174.28	\$1,000.00	\$510.10		
CYC seed money	\$0.00	\$1,500.00	\$486.74		
School expenses					
Library	\$22.49	\$1,000.00		Earmark	
Art Program	\$94.05	\$500.00		Earmark	
SCS staff Development	\$0.00	\$5,000.00		Earmark	
Playbox Equipment		\$5,000.00	\$954.00	Earmark	
Graduation Coverage		\$500.00			
OneCall	\$681.00	\$531.00	\$530.15		
Playground	\$1,513.00	\$2,000.00	\$427.68		
Lunch Program gap	\$5,476.66	\$5,000.00			
TOTAL EXPENSE	\$96,198.45	\$180,731.00	\$4,734.35		
Income					
Sonoma Education Foundation	\$0.00	\$500.00			
Gala	\$68,589.10	\$0.00			
Hit the Road Jack	\$500.00	\$0.00			
Jag-a-thon	\$11,014.00	\$11,000.00			
Spaghetti Feed	\$8,209.00	\$8,200.00			
Family Giving Fund	\$25,218.00	\$0.00			
CYC seed money returned	\$0.00	\$1,500.00	\$197.43		
Charter Your Course *	\$0.00	\$100,000.00	\$38,908.06		
Charter Your Course-Match*	\$0.00	\$50,000.00			
eBay sales	\$905.00	\$900.00			
Passive Fundraisers					
Escrip	\$1,844.00	\$2,000.00	\$442.29		
Lucky's	\$1,568.00	\$750.00	\$355.29		
BoxTops	\$248.00	\$250.00	\$0.00		
Dine & Donates		\$800.00	\$317.00		
Recycling Programs		\$200.00	\$125.00		
Target			\$119.15		
other online fundraisers		\$400.00	\$85.59		
TOTAL INCOME	\$118,095.10	\$176,500.00	\$40,549.81		