



RC Hinsdale PTA
General Membership Meeting
December 3, 2019
Library

In attendance: Jackie Schlotterbeck - President, Tiffany Strah – VP of Membership, Sara Thompson – VP of Fundraising, Natalie Linstruth – Treasurer, Angela Castleman – Principal, Aimee Brown, Emily Durstock, Amy Inman, Mary Ball, Juli Watkins, Lee Ann Ryan, Barbie Bogard, Danielle Reinhart, Jasmine Akers, Joseph Knoll, Tina Walter, Kristen Smith, Stacey Cammack, Connie Cornett, Lori Bosch, Beth Wise, Matt Spaulding, Jennifer Kopp, Elisabeth Chiang, Michelle Greene, Gena Hall, Lindsey Hamm

Call to Order

Jackie Schlotterbeck, President

The meeting was called to order just after 6:30.

Sign-In & Quorum

Jackie Schlotterbeck, President

PTA Secretary, Jenny Bunnell, was not present; the PTA VP-Membership, Tiffany Strah, took minutes in her absence. A quorum was established.

Opening Inspiration

Jackie Schlotterbeck, President

Jackie shared the PTA mission and how we can fulfill this mission through the RCH PTA.

Approval of November Minutes

Jackie Schlotterbeck, President

Sara Thompson motioned to approve the minutes from the November 6th General Membership Meeting. Natalie Linstruth seconded. The motion passed unanimously.

Danielle Reinhart motioned to approve the minutes from the November 21st Special Meeting. Barbie Bogard seconded. The motion passed unanimously.

Treasurer's Report

Natalie Linstruth, Treasurer

Natalie reviewed the Treasurer's Report which was shared with the group and sent to the board the week prior. She noted that we are still waiting for the Spirit Wear invoice.

Beth Wise asked about a significant fundraising adjustment between the report shared in early November and now. Natalie Linstruth explained that one was a projection and had only accounted for the expense of the tshirts which is about \$5,000. Beth asked if things that change significantly between meetings can be highlighted since we don't typically view month-to-month only the current treasurer's report. Natalie will do so in the future.

Sara Thompson motioned to approve the Treasurer's Report. Connie Cornett seconded. The motion passed unanimously.

Special Meeting Recap

Jackie Schlotterbeck, President

Jackie discussed a recap of the special meeting from November 21st. The PTA approved a motion to pay \$5 per student to cover the cost of classroom parties; the \$5 goes towards the holiday, Valentine's Day and end of the year parties. Class and pod parents can still request the donation of items to help offset the cost of the parties.

Natalie emphasized the importance of having a working plan for these parties that includes general details with expenses for reimbursement purposes. Elisabeth Chiang has sent an email to pod and class parents to explain this. Aimee Brown has created one but said there was no example given. She shared hers with Natalie which may be used as an example for other parents.

1. Officer/Committee Updates

- Candy Cane Corner – Mary Ball

Mary has set up a volunteer sign-up but some adjustments need to be made before it is shared. There will be no shopping on Friday afternoon to accommodate for classroom parties.

2. New Business

- 2020 Fundraising Options

Sara Thompson, VP of Fundraising

Sara introduced Corrine and Jonathon from Boosterthon. Corrine has been our on-site rep all three years Hinsdale has operated a fun run through Boosterthon. Jonathon provided an overall summary of the events at Hinsdale over the last three years.

- RCH has brought in \$87,724 in profit over that time
- We've had 2,041 individual donors to give to our fun run through Boosterthon this year
- 65% of our funds come from non-parent donors
- RCH's Boosterthon is an 8-day event that includes a pep rally kick off, the fun event itself along with 3 Boosterthon team members on-site every day in between. Those team members manage any issues with the donation/pledge platform which includes calling to confirm pledges, answer customer service questions, hand out daily prizes to students, arrange daily character lessons in the classroom, make copies for teachers, and read to students.

Corrine and Jonathon also provided information on the different tiers available through Boosterthon:

1. Live – this is the type of event we've run all three years
 - a. School keeps 55% of the donations brought in – the other cost pays for the service and experience provided through Boosterthon (details listed above)
2. Event – Boosterthon team manages the pep rally kickoff and run itself but volunteers are needed to run the daily events and activities in between; this includes prizes, character building exercises, etc. An off-site consultant is available to help plan this process. Pledge platform/Boosterthon website is available.
 - a. School keeps 65% of the donations brought in – the other cost pays for the service and experience provided through Boosterthon
3. You – Boosterthon provides print materials, website, soundtrack for the run and an off-site consultant is available to help plan this process. Pledge platform/Boosterthon website is available.
 - a. School keeps 74% of the donations brought in – the other cost pays for the service and experience provided through Boosterthon
4. Pledge Pro – Boosterthon provides only the pledge platform/Boosterthon website. An off-site consultant is available to help plan this process.
 - a. School keeps 90% of the donations brought in through the site.

Juli asked about schools and if some have gone up a level – Longbranch Elementary has apparently used multiple levels and used the higher end now.

Concerns were raised about the transparency of using Boosterthon; do enough parents/donors know that such a large portion of the money raised goes towards Boosterthon and not to the school? Jennifer Kopp asked if it was possible to add a very visible disclaimer with this information. Boosterthon said this is possible. Jonathon also said it is up to the PTAs to how they want to share that information.

There was discussion about other types of fundraisers (ie. Selling cookie dough, etc) and how much of those sales actually come back to the organization raising money. Dr. Castleman stressed that people cannot expect the experience Boosterthon provides to come at no cost. Jasmine pointed out that one fundraiser may sell tangible items – the Boosterthon experience is intangible, and it would be difficult for us to replicate the skill set their team brings to the fundraiser.

Aimee asked about surveying teachers. Jonathon says Boosterthon surveys teachers and donors and could share that information with the group.

Gena Hall asked about the possibility of using the web platform from Boosterthon but with modifications to disclose the amount going to Boosterthon, Boosterthon confirmed this was possible.

Sara provided an overview of what she found when researching in-house fun run options which was also shared at the November PTA meeting. She reached out to a local school who ran a similar fundraiser but all in-house. She estimates PTA will need 15-20 volunteers to share the workload and ideally we would have these volunteers in place by late February. Specific volunteer roles would include volunteers for the day of the run, people to take classes back and forth from classrooms to the run, a DJ, a communications coordinator, prize coordinator and distribution team, volunteers to run the pep rally and volunteers to handle any enrichment/character building we want to continue. We also need a functional website that provides the same services as Boosterthon's website (entering/tracking donations, reporting, collection rates, etc.). We also need to find an outside company to print tshirts. She estimates it would require about 500 hours the month of the event – or about 33 hours a person if there is a team of 15-20.

Danielle presented what she found when she researched the donation platform, DoJiggy.com. This is a crowd funding platform that has options specifically available to a number of nonprofits, including schools and school fun run activities. We would be able to create our own event page. Students can be entered by uploading a spreadsheet – no need to assign specific code to each student. Donors could search for a specific child by name, although last names would not be displayed. It would say Amy S. Once a parent registers, automatic emails can be used. Payments on the site go through WePay. Use of the site is a flat \$1,000; credit card donations are charged a fee similar to other online payment site (2.5-3.5%). Jasmine said her concerns about this platform would be if the PTA could generate the same energy and experience provided by Boosterthon. Stacey asked if we have enough volunteers to actually pull this off without creating a burnout effect with our active volunteers.

The group discussed several options that we could vote on. It was suggested we look at only using Boosterthon’s web/donation platform but the concern was parents who enjoyed the Boosterthon experience would be disappointed they weren’t still seeing that. Parents who had a negative response to Boosterthon may not donate based on their previous thoughts about the portion of donations going to Boosterthon. It was decided to not have that as an option.

Connie motion to use Boosterthon Live (the level we have previously used) for next year. Natalie seconded this motion. 9 people voted in favor of this option.

Danielle motioned to take the entire fun run in house using DoJiggy. Beth seconded. 11 people voted in favor of this option. This decision carried; PTA will be operating the 2020 fun run in house without Boosterthon.

Jackie mentioned a staff lunch will be provided just before Christmas break.

The next meeting will take place January 8th. Jackie explained this has been changed to be a board meeting to address re-organization and look at bylaws but members are welcome to attend.

Angela reminded people that the giving tree in the lobby has many tags on it if anyone would like to stop and grab one or two.

Emily made a motion to adjourn the meeting. Danielle seconded. The motion carries. The meeting ended around 8:30.

Respectfully submitted by Tiffany Strah.

RC Hinsdale PTA Officers 2019-2020

Role	Name	E-mail	Phone
President	Jackie Schlotterbeck	jmartin0428@gmail.com	859-351-0362
Vice President - Membership	Tiffany Strah	tiffstrah@gmail.com	859-653-6565
Vice President - Fundraising	Sara Thompson	sarajeanthompson@gmail.com	513-252-7173
Secretary	Jenny Bunnell	jennybunnell@yahoo.com	859-240-7056
Treasurer	Natalie Linstruth	natalie@linstruth.net	859-512-1698