

“Parent, Teacher & Student Volunteers”



Presented by:

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Current Status



“Work on the Hockey pitch to start Easter 2020.

Need the detail of
the cost of all the
works

- ✓ New Surface
- ✓ New fencing
- ✓ New floodlights
- ✓ New dugouts,
- ✓ New Goals
- ✓ Project co-ordinator – David Osborne

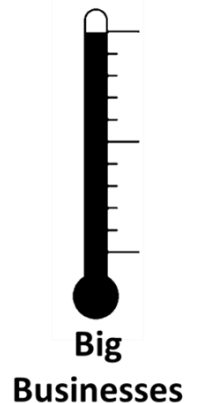
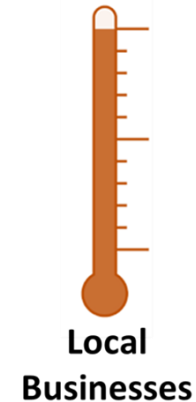
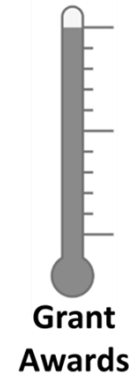
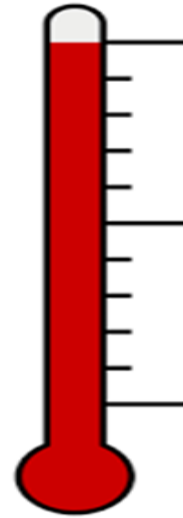


Getting Started Now



Hockey Pitch Fundraising

PTSV £75,000 Contribution



Getting Started Now...

To Do...
Fundraise
£75k

Start planning
& establish...
Longer term
continual
fundraising
agenda

Tonight's Goals

#1

Create
WhatsApp &
Email group

#2

Agree top 5
fundraising
activities

#3

Marketing &
Comms Team
& PTSV roles

#4

Other
Ideas

#5

Longer-term
Fundraising
Calendar

Group Communications



Action #1
Create
WhatsApp &
Email group

QR Code to join PTSV WhatsApp Group:



Email

- ptsv@sandbachschool.org

Future PTSV Meeting Dates

- ✓ 25th November 2019
- ✓ 3rd February 2020
- ✓ 9th March 2020
- ✓ 27th April 2020

Top 5 Fundraising Ideas – ‘How do we generate £75k quickly ?’

Crowdfunding page

CP & ED

Promote to

- ✓ Parents / Family
- ✓ Local Business
- ✓ Wider community
- ✓ Hockey Family
- ✓ Social media

BIG Business Donations

- ✓ Annual contribution
- ✓ One off donations

Promote to

- ✓ Local businesses
- ✓ National businesses

What do they get in return?

Pitch Side Sponsorship

- ✓ Annual contribution

Promote to

- ✓ Local businesses
- ✓ National businesses

What do they get in return?

Monthly Direct Debit

CL

Promote to

- ✓ Parents of 1300 boys
- ✓ Local Business
- ✓ Wider community



Text Donation Number

CL

Promote to

- ✓ Parents / Family
- ✓ Local Business
- ✓ Wider community
- ✓ Social media

What Else ?





Crowdfunding Page

- Crowdfunding page
- Promote to
 - ✓ Parents / Family
 - ✓ Local Business
 - ✓ Wider community
 - ✓ Hockey Family
 - ✓ Social media

Parent Volunteers:

CP & ED

Teacher Volunteers:

Student Volunteers:

GP & RP
FD

Crowdfunding Page

Actions, Thoughts & Ideas:

Research crowd funding & best sites to use

How much to target?

What's the message?

Set up the page

Get comms and marketing to promote

'Kick Start' the campaign

*Organise Hockey team to make a video
C & E to research crowdfunding
C to set up the page*



Pitch Side Sponsor



- Pitch Side Sponsorship
 - ✓ Annual contribution
- Promote to
 - ✓ Local businesses
 - ✓ National businesses
- What do they get in return?

Parent Volunteers:

Teacher Volunteers:

Student Volunteers:



Pitch Side Sponsor

- Pitch Side Sponsorship
 - ✓ Annual contribution
- Promote to
 - ✓ Local businesses
 - ✓ National businesses
- What do they get in return?

Actions, Thoughts & Ideas:

Research how this might work, how much, over what time ?

What else can we offer, promotion on our Facebook page and twitter account

Create different levels of sponsorship packages

Kit sponsors?

How do the Rugby and football clubs do this ?



BIG Business

BIG Business Donations

- ✓ Annual contribution

Promote to

- ✓ Local businesses
- ✓ National businesses

What do they get in return?

Parent Volunteers:

Teacher Volunteers:

Student Volunteers:

BIG Business

BIG Business Donations

✓ Annual contribution

Promote to

✓ Local businesses

✓ National businesses

What do they get in return?

Actions, Thoughts & Ideas:

Create a template letter

Define what we are asking for and do they get anything in return

Who do we know with a BIG business 😊

Not from last night but from DJ on Twitter – Works for Sibelco (they like to help community) could donate sand for Long-Jump!





Direct Debit

Parent Volunteers:

CL

Teacher Volunteers:

Student Volunteers:

Monthly Direct Debit

Promote to

- ✓ Parents of 1300 boys
- ✓ Local Business
- ✓ Wider community

Direct Debit

Monthly Direct Debit

Promote to

- ✓ Parents of 1300 boys
- ✓ Local Business
- ✓ Wider community

Actions, Thoughts & Ideas:

How much – price of a coffee £3, £5 £10 £other

Promote to local business and community?

Target parents of new students

Part of the future transition pack for new students

Note from CL – Ask me I can help



Text Donation

Text Donation Number

Promote to

- ✓ Parents / Family
- ✓ Local Business
- ✓ Wider community
- ✓ Social media

Parent Volunteers:

CL

Teacher Volunteers:

Student Volunteers:

Text Donation

Text Donation Number

Promote to

- ✓ Parents / Family
- ✓ Local Business
- ✓ Wider community
- ✓ Social media

Actions, Thoughts & Ideas:

Research options and how this works...

Notes from CL

- 1 set up E-comm facility
- 2 Use existing / new mobile + Website + Facebook page (see facebook donations) to attach E-comm facility – Key to success is ease
- 3 Include donation link in all school communication
- 4 Marketing campaign
 - SMHW
 - Social Media
 - Local Press
 - MP?

Other
Fundraising
Ideas

???

Other Ideas

'Buy a Brick'
Grants Dress Down Days

Concerts

Carwash
Quiz Night

'200 Club'
'Sports Dinner'

Dress Down Days
Prize Draw

Other Fundraising Ideas

???

Other Ideas

- Tea & coffee, food on match days
- Swimathon
- Sponsor a match ball (any sport)
- Scratch cards
- Chocolate bingo
- Venue hosted quiz night (eg Cheshire Cheese and ask for a donation)
- Fireworks/Festival – Music, food etc

Other Fundraising Ideas

???

Other Ideas

1. Make donating painless & easy
2. Video for social media
 - Utilise past students who have been successful in sport /Business
 - Personal journeys/stories e.g Hockey through to national finals
3. Barclays, Co-op, Amazon Smile, Tesco Charity
4. 'Brand' the initiative
5. Ebay sales – Charity Link

Other Fundraising Ideas

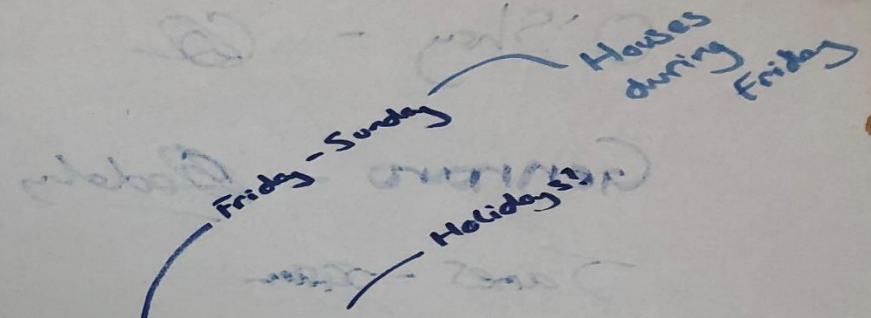
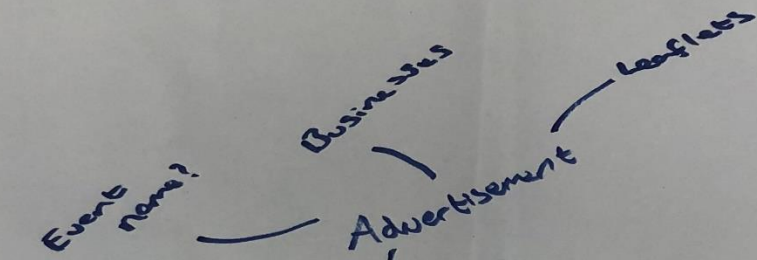
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Other Ideas

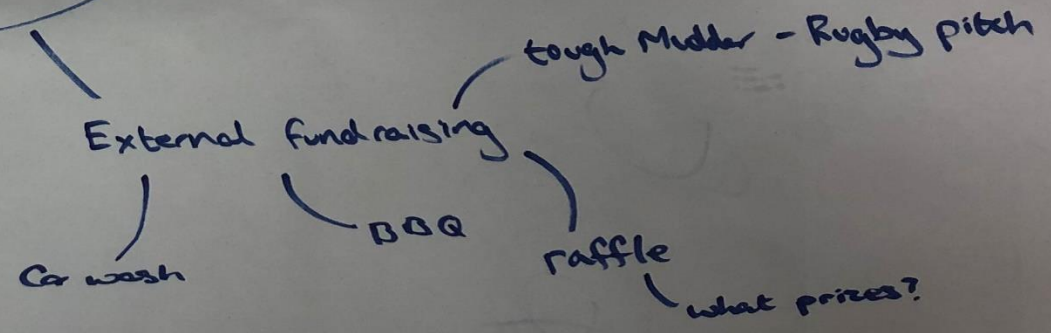
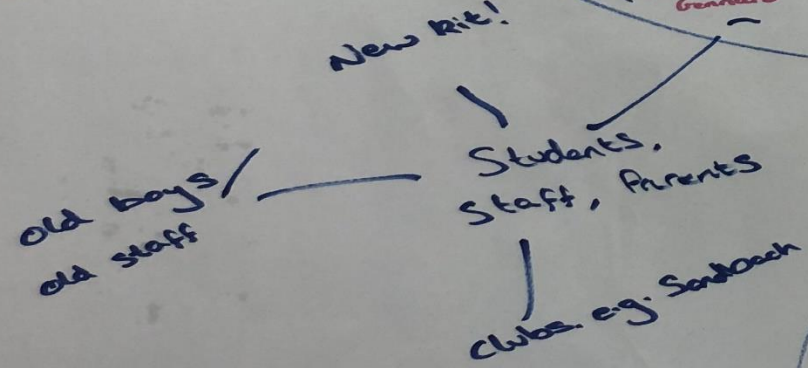
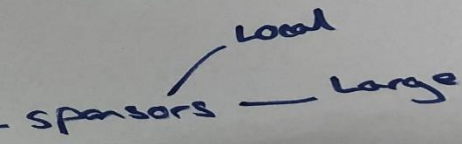
1. Ebay Sales
 - Ask for donations to sell on school ebay site
 - Get boys involved as part pf schooling and learning about business
 - 52 weeks a year not a one off
2. Big Band
 - Split proceeds with the band
 - Sell tables x 30

Other Ideas

Last Ever Game!



56h 18m 45s



Wolf's den!

Communications & Marketing Team



facebook®



SANDBACH SCHOOL
OPPORTUNITY, ACHIEVEMENT, EXCELLENCE



Parent Volunteers:

KG & RE

Teacher Volunteers:

Student Volunteers:

OE

Communications & Marketing Team



twitter



facebook®



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Actions, Thoughts & Ideas:

*Set up a PTSV facebook page, twitter account, LinkedIn
Instagram etc*

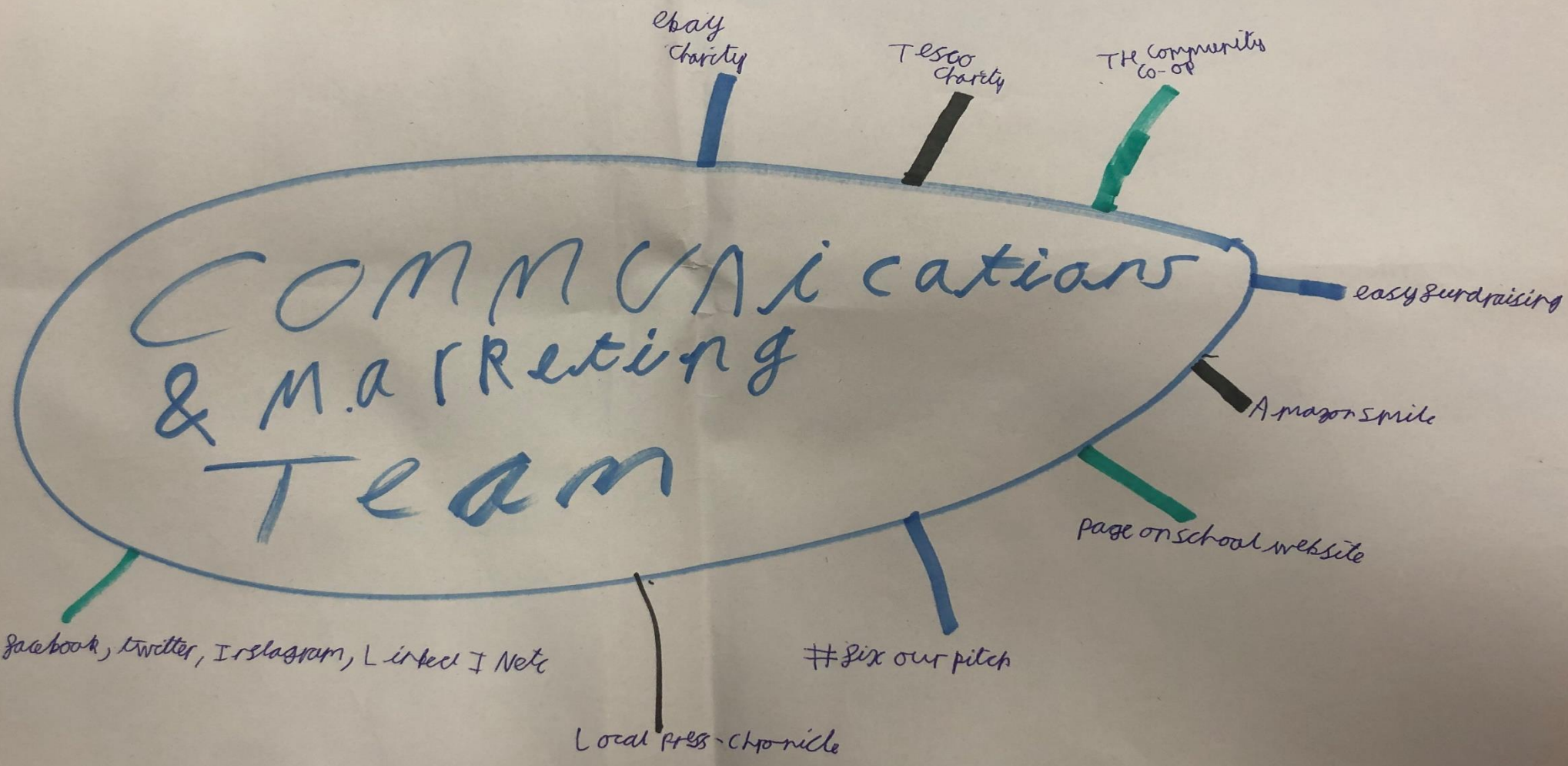
Use the ptsv@sandbachschool.org

Page on school website

Local press – Chronicle

Amazon Smile

Easy Fundraising



eBay
Charity

Tesco
Charity

The Community
Co-op

COMMUNICATIONS
& MARKETING
TEAM

easyfundraising

Amazon Smile

page on school website

#Six our pitch

Local press - Chronicle

Social media - Facebook, Twitter, Instagram, LinkedIn, Netc



PTSV Roles

2019/2020 & 2020/2021

Parent Representative
(Leads the Group)

Teacher Representative

Graeme Wolfenden
Simon Robertson

Student Representative

JLG
OE

Funds Representative

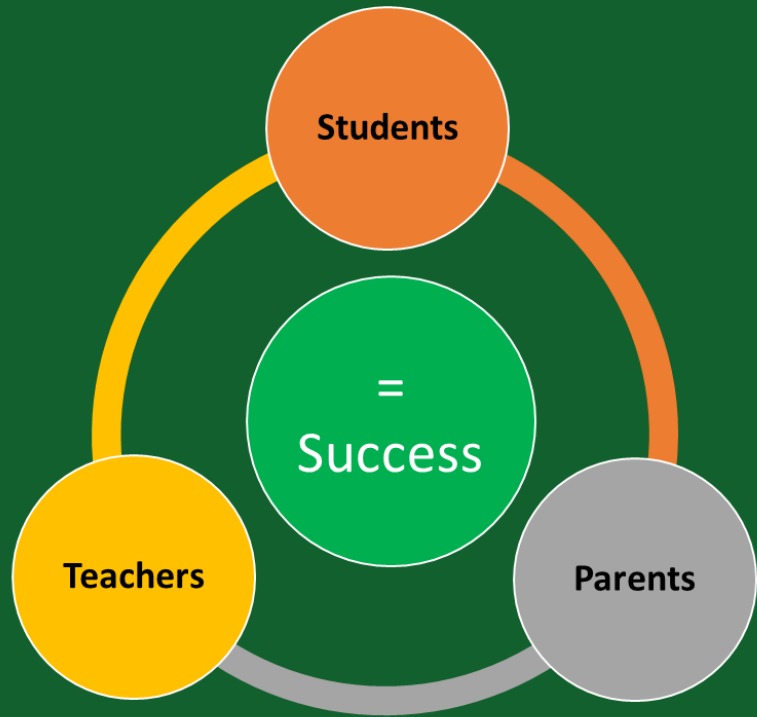
TBC

Admin Support

KG
AB



Next Steps



Next steps...

Keep in touch on
WhatsApp, meet
in groups & meet
again as a team
25th November?