



PTO GENERAL MEETING & CISD BOND TOWN HALL

September 14, 2023

2022-2023 Video Recap



**Together, we
accomplished a lot!**

Thanks to the generosity of our Bobcat families, staff and community.

AGENDA



CISD Town Hall: 6:30-7:30 pm

- Bond Measure Overview
- Q&A



PTO Meeting: 7:30- 8 pm

- Welcome & Introductions
- Approval of Minutes
- Principal's Update
- President's Update
- Fundraising Update
- Treasurer's Update



Principal's Update





President's Update



PTO Survey: What We Heard

- Rethink our existing fundraisers
 - **Boosterthon** – most are not a fan, citing high admin fees that don't go back to the school; reconsider “prizes” and make them more of an experience (e.g. crazy hair day) rather than toys/items that don't get used; replace Boosterthon with something completely different ran by the school/volunteers
 - **Bonanza** – most like our signature fundraiser, but do suggest slight improvements, such as an online silent auction that lasts longer and is opened to others in the community; some cited the Friday evening timeframe not being ideal
 - **Spirit Nights** - change up the restaurants and offer more cost-effective options, such as Chick-Fil-A; consider an activity-based Spirit Night, such as at the Roller Rink

“Fun run [Boosterthon], sketchy.”

“The Boosterthon takes way too much money.”

“Boosterthon takes a huge majority that is donated... Now that I know that many of us will not participate next year.”

“If the purpose is to raise money for the classrooms/teachers we should do more of a straight donation, that way 100% of the money goes to improve school for the kids, which is where the people who donated [to Boosterthon] intend it to go.”

“If you do Boosterthon again, which I don't understand, please make sure to post how much of a % the company is taking up front so people donating are aware.”

PTO Survey: What We Heard

- Refresh our existing events

- **Bobcat Bash/Teddy Bear Tea** - continues to be a favorite, but some want to see healthier food truck options and shorter duration for the event; others asked for organized activities so that kids aren't running around on the bus ramp and other areas
- **Movie Night** – families love this event and really like the venue. However, most want “quicker” food options or a “pre-order” option; one suggested asking families to vote for the movie.
- **Trunk or Treat** – a big hit last year and families want it back this year, but a few found it somewhat chaotic, too short and not enough cars giving out candy

“Trunk or treat was too short! Bush bash needed more food trucks.”

“So fun [Bush Bash, Teddy Bear Tea] just really crowded.”

“The food truck lines are so long and the food takes too long to cook and so one family member stands outside waiting most of the time and that can be hard to do if only one adult is there with kiddos.”

PTO Survey: What We Heard

- There's an interest in different types of events ...
 - Christmas event with Santa Claus, inflatables, ornament-making stations, etc.
 - An ice cream social
 - A “give back” event where we serve our community
- ... and other fundraisers that would solely benefit the playground improvement fund
 - A “grown ups” type of fundraiser, such as a gala, or cocktail party with a silent auction that will fund a new playground
 - Bake sales, used clothing/household items sales to go toward a playground fund
 - Donation appeals for the playground, rather than asking for time/volunteers

“The playground severely needs attention.”

“We really need some focus on the playground. My child has illness induced asthma and I am worried about the dust on the playground exasperating her asthma.”

“One [fundraiser] that is specifically for new playground equipment. Show parents what would be purchased with their money, e.g. new slides, stairs, etc.”

PTO Survey: What We Heard

- Existing format and structure of Field Day doesn't resonate well
 - A few negative comments about Field Day, the lack of structure on the activities and no clear direction for where kids should go rather than run around the field
 - Some suggested going back to the "old way" of field day where there were organized activities for the kids to participate in teams rather than having them choose what to do
 - While volunteers were stationed at each activity, most felt they didn't have enough info to "run" the activity or have the students participate in a more organized way

"Field day was so disorganized and chaotic. Many stations did not have someone running it and those that did, they did not seem to know what to do. There was also no order on where to go. Number the stations and go from there. I did not sign up to volunteer because I wanted to enjoy it for my child's first time and I ended up leading a group kids around who complained the majority of the time. I felt bad this was my child's first experience for a field day."

"A WAY better field day. Our field day is totally lame. What happened to the way it used to be done with tug of war, team competition?!"

What We're Doing Based on What We Heard

Rethink/refresh existing events



- Replacing Boosterthon with a “check writing” type of fundraiser
- Exploring a hybrid live/online silent auction for this year’s Bonanza
- Secured a sponsor for Trunk or Treat to provide candy to participants decorating their trunks

Consider other events/fundraisers



- Hosted an after school meet and greet for families and kids
- Exploring a prom idea, “Sweet Dreams,” for Bush families to get dressed up
- Considering other fundraising options for the playground, such as a capital improvement project

P T O
Bush Elementary

Fundraising Update



Boosterthon Replacement Considerations

- Reviewed existing contract to determine potential charges if contract is terminated
- Asked a Bush parent who is a lawyer to review the contract for any potential liability if we were to terminate
- Considered the space challenges we currently have at Bush to host a fun run in the cafeteria (if it rains) and to store prizes
- Looked into only using Booster's online platform to collect donations as opposed to their staff support and prizes
- Explored different types of fundraisers that other CISD schools had implemented and connected with other PTOs in the area who have successfully implemented check writing campaigns
 - 100% Galata's
 - Deretchin's Dollar for Dragons
 - Ride's Reading Adventure
 - Mitchell Mania
- PTO has full support from our principal and enough volunteers this year to implement our own fundraiser, something that we did not have in the past

Proposed Replacement: Bucks for Bush

- A “check writing” fundraising campaign that will allow us to keep 100% of the funds we raise will go directly to our school to fund curriculum enhancements, hands-on experiences for students, playground equipment, etc.
- Will not require a lot of volunteers to coordinate and implement
- No need to sell products or pay an outside fundraising company a percentage of the money we raise
- Funds will be collected through cash, check or our PayPal/Venmo accounts minimizing fees that would otherwise pay for a fundraising platform
- Students will still receive a free T-shirt and celebrate what we raise with a “Turkey Trot” around the school
- Sponsors who have already committed to support Boosterthon will still get recognition on the T-shirts
- Incentives are structured by grade and class level so no one feels left out
- Incentives will be mostly experiences that students can participate in (e.g. hat day, crazy hair day, etc.) minimizing costs
- Allows for potential matching options from large businesses in the area



Questions & Vote





Treasurer's Update

