



COMMUNITY PTA MEETING

SGE Media Room

Thursday, January 12, 2023

6:00 PM

Tonight's Agenda

- ▶ Shamrock Shuffle - Volunteer Needs
- ▶ School Dance
- ▶ Lucky's Library
- ▶ Budget Updates
- ▶ Upcoming Events

Shamrock Shuffle - Details

SAVE THE DATE!

- ▶ Date: Sunday, March 12th
- ▶ Time: 2:00 PM
- ▶ Location: Midwood Park

The Shamrock Shuffle is our biggest fundraiser of the year. This will be our 11th year running the event, and hopefully our best yet!

But to be successful, we need YOUR help!

Shamrock Shuffle - Volunteer Needs

Race Director

- ▶ Co-Leads: Molly Gartlan + Nicole Joseph

Logistics

- ▶ Lead:
- ▶ Team of 3-4

Sponsorship

- ▶ Lead: Nicole Joseph (ideally 3 leads)
- ▶ Team of 30+

Marketing

- ▶ Design Lead:
- ▶ Social Media Lead:
- ▶ Team of 4-5

Race Day Volunteers

- ▶ 1-2 Leads:
- ▶ Team is entire school/community

Awards/Afterparty

- ▶ 2 Leads:
- ▶ Team of 4-5

Kids Race

- ▶ 1-2 Leads:
- ▶ Team of 10+

Shamrock Shuffle - Roles + Responsibilities

Race Director

1-2 Leads

- ▶ Confirm sub-committee leads and oversee all work
- ▶ Send weekly email requests for status updates
- ▶ Submit application to city for race
- ▶ Ensure insurance information is up to date
- ▶ Make note of staff needs for day-of, registration pricing dates, etc.

Shamrock Shuffle - Roles + Responsibilities

Logistics

1 Lead, 3-4 Team

- ▶ Work with timing company on dates, race route, their role on timing the race, cones to rent, etc.
- ▶ Coordinate course signs, mile markers, etc. (Work with Marketing if new signs are needed)
- ▶ Determine water station location (note: CCHNA may want to host a station)
- ▶ Coordinate with Race Day Volunteers for specific race day needs

Shamrock Shuffle - Roles + Responsibilities

Sponsorship

3 Leads, 30+ Team

- ▶ Reach out to local companies to ask them to be sponsors; follow up as needed
- ▶ Confirm all sponsors
- ▶ Note sponsorship deadlines for printing purposes
- ▶ Coordinate sponsors with Marketing / Social Media Lead
- ▶ Collect in-kind donations and checks/cash from sponsors
- ▶ Coordinate in-kind donations with Awards/Afterparty and Kids Race teams

Shamrock Shuffle - Roles + Responsibilities

Marketing

1 Design Lead, 1 Social Media Lead, 4-5 Team

- ▶ Management of registration site as well as social media (Facebook/Instagram), Nextdoor, etc.
- ▶ Design and distribute all marketing materials
- ▶ Design race day shirt (coordinate with Sponsorship for list of sponsors to include)
- ▶ Design and order kids 5k winner ribbons
- ▶ Coordinate with Logistics to design and order additional course signs, if needed

Shamrock Shuffle - Roles + Responsibilities

Race Day Volunteers

1-2 Leads, Team is whole school/community

- ▶ Coordinate with Logistics on specific needs
- ▶ Confirm 2-3 teachers to be race day DJs
- ▶ Pre-race set-up
- ▶ Day of registration
- ▶ Race Marshals
- ▶ Vendor coordination
- ▶ Post-race clean-up

Shamrock Shuffle - Roles + Responsibilities

Awards / Afterparty

2 Leads, 4-5 Team

- ▶ Coordinate with Sponsorship and Kids Race teams on in-kind donations that can be used as prizes
- ▶ Coordinate food trucks (parking, location, times)
- ▶ Plan awards ceremony (including ribbons, prizes, announcements, etc.)
- ▶ Determine any post-race entertainment (i.e., band, music)

Shamrock Shuffle - Roles + Responsibilities

Kids Race

1-2 Leads, 10+ Team

- ▶ Manage kids race logistics on day of race
- ▶ Determine if Coach Melrose can participate/assist
- ▶ Separate participants into age groups
- ▶ Determine winners (boy/girl) from each age group
- ▶ Coordinate with Sponsorship and Awards/Afterparty teams on in-kind donations that can be used as prizes

SGE School Dance - Event Details

- ▶ Date: Friday, February 10th
- ▶ Time: 5:30-8 PM
- ▶ Who: Pre-K-5th graders + their chaperone
- ▶ Theme: Friendship
- ▶ Entry: \$5 / Wristband
 - ▶ Wristbands are sold in a combo of 1 adult chaperone/1 child for \$10. You can add additional children for \$5 each
 - ▶ We are discouraging both parents/guardians attending the dance due to fire code limitations. If both parents/guardians are interested in attending, one can consider signing up for a volunteer slot while the other parent acts as a chaperone. No more than 550 total wristbands will be sold.
 - ▶ Presale wristbands will only be on sale from Thursday, January 26th-Monday, February 6th online through Memberhub (link on PTA website). We will have 1 presale event during carline/walker pick up on Friday, February 3rd. The remaining wristbands will be sold at the door in a limited amount

SGE School Dance - Event Details

Activities:

- ▶ DJ
- ▶ Craft Table
- ▶ Photo Station

Food/Drink:

- ▶ Pizza + drinks are included in your entry, as well as cookies and hot chocolate

Volunteers:

- ▶ To get enough volunteers we will be incentivizing the Volunteer Sign Ups for this event. Volunteers will get a free wristband for themselves.
- ▶ *We can vote on additional volunteer incentives

SGE School Dance - Action Items

SGE Auction Table:

- ▶ Principal for the Day
- ▶ End of year concert front row seating
- ▶ Lunch with your favorite Connect teacher/staff member

Wristband Sales:

- ▶ Discuss presale on Friday, February 3rd for carline pick up + walkers only. Discuss how payment can be taken
- ▶ Discuss night of event sales - we hope to have most wristbands pre-sold but will need to staff one table for night-of sales. Board members only?

Volunteer Incentive Options Discussed:

- ▶ Volunteer gift card - after the dance we will do a drawing for a gift card. Each volunteer time slot is one entry. The winner must have actually volunteered, not just signed up
- ▶ Classroom money - the teacher who had the most parent volunteers sign up AND show up wins a gift card for classroom supplies

Lucky's Library

- ▶ Lucky's Library has been stocked and is ready for action!
- ▶ We need volunteers to run it!

Treasurers Update

As of January 10, 2023:

- ▶ Since last meeting, key reminders:
 - ▶ Increased grade level budgets to allow more flexibility in spending needs (field trips, grade level events, etc.)
 - ▶ Added budget allotments to Connect teachers to allow for purchases related to their specialty
 - ▶ Memberhub links in the storefront continue to be added. If you don't have Zelle, this is a great way to donate

- ▶ YTD Activity:
 - ▶ Invest donations: raised \$52.2k, exceeding the target by \$32k. Since our last meeting on 11/4, we raised an incremental ~\$18k
 - ▶ Key donors include StarMed - \$10k for Heart Math Tutor, Plaza Midwood Neighborhood Association - \$6k, Modish Nail Spa - \$1k and other monetary donations
 - ▶ We surpassed our goal for Holiday staff gifts and we were able to gift each staff member \$85 (total spend \$6.4k)
 - ▶ Scholastic Book Fair: Total Fair sales \$8.1k generating \$1.7k in cash profit and \$630 scholastic dollars
 - ▶ Purchased Shamrock shirts for scholars and staff, \$5.3k; also received \$1.3k in profit from sales
 - ▶ Showed staff our appreciation by providing lunches, snacks and other fun stuff

- ▶ Other Updates/Considerations:
 - ▶ Checkers game: ~120 tickets sold to date generating \$605 in funds
 - ▶ Talking Points transition to Parent Square - anticipate reducing estimated cost by 50% to \$1k
 - ▶ Staff lunches - underestimated costs, therefore anticipate to exceed budget by \$1k

Upcoming:

Monday, January 16:

- ▶ MLK Day, No School

Wednesday, January 18:

- ▶ SIT Meeting

Saturday, January 21:

- ★ ▶ Night Out @ the Checkers 4 PM, doors open @ 3PM

Tuesday, January 24:

- ▶ End of Q2

Wednesday, January 25:

- ▶ Teacher Workday, No School

ENTIRE MONTH OF FEBRUARY!

- ▶ Krispy Kreme Digital Donuts Fundraiser!

★ Friday, February 3:

- ▶ Dress Down for Fun(d)
- ▶ Coffee with Principal Potter

Wednesday, February 8:

- ▶ Early Release, Noon Dismissal

Friday, February 10:

- ▶ Friendship Dance

Wednesday, February 15:

- ▶ SIT Meeting



Monday, February 20:

- ▶ Presidents Day, No School

Friday, March 3:

- ▶ Dress Down for Fun(d)
- ▶ Coffee with Principal Potter

Wednesday, March 8:

- ▶ Early Release, Noon Dismissal

Sunday, March 12:

- ▶ Shamrock Shuffle

Wednesday, March 15:

- ▶ SIT Meeting

Friday, March 24:

- ▶ End of Q3



Reminder: Easy Ways to Give

- ▶ Amazon Smile:

Register under PTA North Carolina Congress Shamrock Gardens Elementary School PTA and a percentage of your purchase goes towards the school

- ▶ Harris Teeter Together in Education:

Link to SGE (code 3961) and begin earning money for the school

- ▶ Boxtops for Education:

Download the app and log your receipts to collect