

Connecting With Today's PTO and PTA Parents

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17 years in school parent group market



Being Relevant to Today's School Parent Group Leaders

It starts with...

- 1. Understanding your audience (who are they?)**
- 2. Understanding their needs (what makes them tick?)**
- 3. Serving them smartly (being relevant)**

Understanding Your Audience

Millennial generation: What does that mean and why should I care?

Born between
1978 and 1994

Highly **social**
and
collaborative

Strongly influenced by
peer
recommendations

Arrive at
decisions by
consensus

They embrace
changing
technology

Digital natives:
97% own a
smartphone

They spend, on average, 6 hours a weeks
shopping online; **they embrace**
e-commerce

Business, social, education, commerce all
conducted **online in a wired/wireless**
world.

Understanding Your Audience

School parent group volunteers

Committed—they are committed to improving their children’s school community

Passionate—they are passionate about their role; these students are their children, too

Volunteers—they are not professionals, they don’t get paid to do this job

Crazy—they have what we lovingly call the “crazy DNA”; 65% of parent group volunteers also participate in 2 or more other community groups (PTO Today)

Busy—about 75% of them work full time outside the home (Bureau of Labor Statistics)

Understanding Your Audience

Key traits

They are not bound by tradition—what they've done in the past

Most don't strive to “fit in”—they want new ways of doing things

They look outside the box for ways to make their lives more productive and meaningful

They are tied to causes—education is their #1 cause (Nielsen)

How Can You Better Connect With and Be Relevant to Today's Leaders?

Ask questions—success starts with knowing their cause

Provide solutions, not just product

Can you help them communicate the cause to their community?

Have multiple touch points

Look at how you can best serve them

(they don't get paid to do this job—they're not obligated to you)

Remember:

Understanding Your Audience

Volunteers (and millennial volunteers)

Leaders want to be consulted, not sold.

They're technology-driven. Are you communicating with them in the ways they want to be communicated with?

They're time-starved. Are you available when they are? We no longer live in a 9-to-5 world.

They're passionate. Are you tapping into their passion?

Understanding Your Audience's Needs

What makes them tick? (When fundraising for their school, what are they looking for?)

\$\$\$\$\$—they want a **profitable and productive fundraiser**

They want to and need to **engage the school community**
in their cause and have fun with it

Profit still drives decisions, but other factors
influence parent groups' **choice of fundraisers**



Understanding Your Audience's Needs

What makes them tick? (When fundraising for their school, what are they looking for?)

In a PTO Today survey, respondents rated **important** or **very important**:



Amount of
potential profit

89%



Fun and excitement
generated by the fundraiser

77%

Understanding Your Audience's Needs

What makes them tick? (When fundraising for their school, what are they looking for?)

They want a **profitable and productive fundraiser**

Can you help provide products that will help them realize their fundraising goals (**solve a problem, meet a need**)?

Is what you are selling **relevant to making money for their group**?



PTO Today Survey Results

What **types of fundraisers** does your school typically run?

Collection
program
71%

Food
product sale
46%

Multi-item
catalog sale
43%

Carnival
39%

A-thon
34%

Single
product sale
29%

Auction
28%

Shopping/
gift cards
16%

PTO Today Survey Results

What is your **single most profitable** fundraiser?

Catalog sale
17%

Food
product sale
16%

A-thon
14%

Auction
13%

Carnival
10%

Single
product sale
7%

Collection
program
4%

Shopping/
Gift cards
2%

E-commerce

Do you have an e-commerce solution currently in place?



Understanding Your Audience's Needs

They want to engage their school community to the cause and have fun with the fundraiser

How can you be relevant here?

1. Help the leaders clearly define and communicate their cause (fundraising goal).

2. A successful and fun program hinges on good communication.

- Suggest digital outreach to groups (push technology)
- Can students be involved in designing outreach flyers/posters? (make that a fun focal point)
 - If appropriate, small yard signs can be effective positioned near student pickup areas

Understanding Your Audience's Needs

They want to engage their school community to the cause and have fun with the fundraiser

How can you be relevant here?

3. Success starts at the top! Can the principal be involved?
4. Help them understand the importance of communicating success of the program following completion.
5. Remember—you're working with volunteers! At the end of the fundraiser, saying those two little words makes all the difference: "Thank you."

Key Takeaways

Understanding your audience is key to being relevant to them—ask questions and listen

Through each step of the fundraising process, make sure you reflect on how you're best serving them—**helping them meet a need, solve a problem, reach a goal**

Connect and serve them on their terms—**push technology, e-commerce, etc.**



Q&A

Thank You

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PTO Today and AFRDS Partnership



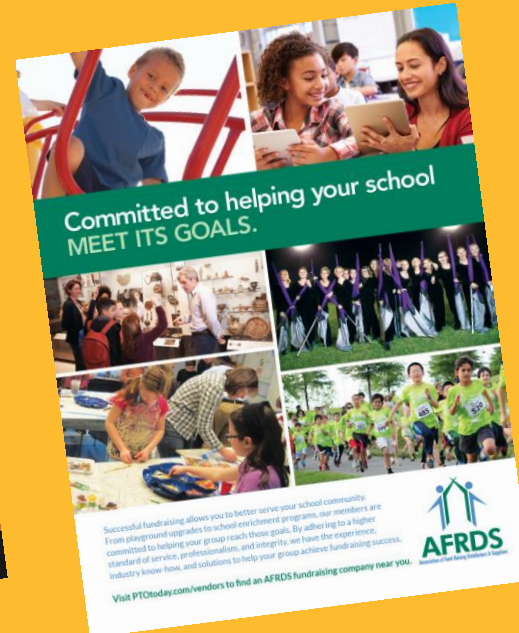
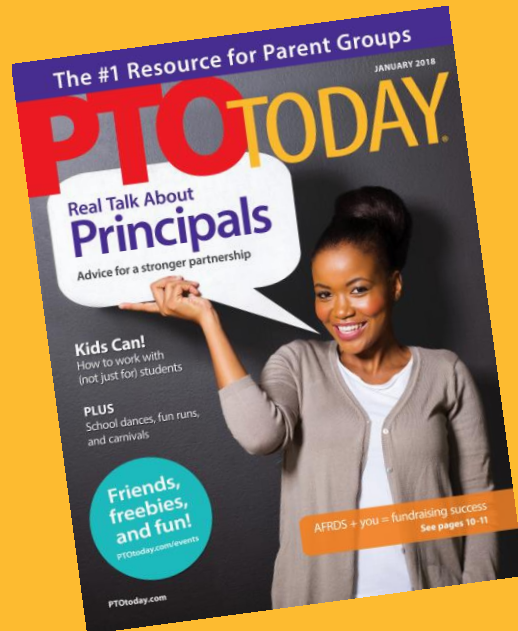
PTO Today and AFRDS Partnership Benefits

1. PTO Today Live Expos



PTO Today and AFRDS Partnership Benefits

2. PTO Today Magazine



PTO Today and AFRDS Partnership Benefits


3. PTO Today Vendor Directory


The screenshot displays the PTO Today Vendor Directory website. At the top, the PTO Today logo is accompanied by the tagline "Helping Parent Leaders Make Schools Great". Navigation links include "POPULAR TOPICS", "PTO ESSENTIALS", "GETTING STARTED", "SHARE AND SWAP", and "FIND A VENDOR". A search bar is located on the right side of the header.


Vendor Directory



Product Fundraisers: Catalogs




- PRODUCT FUNDRAISERS**
 - Banners & Light Bells
 - Calendars & Organization
 - Candles
 - Car/Bus Products
 - Catalogs
 - Decorations & Stationery
 - Floors & Mats
 - Games
 - Gift Baskets
 - Instructional Materials
 - Creating Cards & Stationery
 - Health & Safety Products
 - Jewelry
 - Kitchen, Bath, & Household
 - Magazines
 - Merchandise
 - Art Supplies
 - School Supplies
 - Seasonal & Holiday
- APPOINTMENTS AND RESERVATIONS**
- COMMUNICATIONS TOOLS**
- CALL CENTER FUNDRAISERS**
- GOOD FUNDRAISERS**
- STEEPS AND SPINNIERS**
- WORKSHOPS & TRAINING**
- CONTACT AND SERVICES**

Fun Services - (HNK Inc.) [premium](#)
Go directly to this site! 

Midland Fund Raising [premium](#)
Go directly to this site! 

Target Resources, Inc. [premium](#)
Go directly to this site! 

Cherrydale [premium](#)

Cherrydale has the largest selection of brochure offerings for your school. Brand named products from Texas, Novotex to a high quality selection of gift bags, gourmet foods, and kitchen gadgets. [Go directly to this site!](#) 

Cherrydale [premium](#)
Cherrydale was amazing!! They got our items delivered quickly, sent in our 1 missing item quickly, and even sorted the orders for us! Best experience with a fundraiser yet! We will definitely use them again.

Cherrydale [premium](#)
Our school changed to Cherrydale, after being unsatisfied elsewhere. Cherrydale came to our school for our referrals. Our representative was patient and answered all of our questions. Our representative walked us through all the steps. From our... [read more](#)

Cherrydale [premium](#)
We've had great feedback from the Cherrydale folks and very prompt response to our needs. We are running our first online fundraiser High school for parents and families to support the Chess Team. So far it has gone very well!


Committed to helping your group reach its goals.
Members of the Association of Fundraising Professionals and Suppliers (AFRDS) adhere to a higher standard of service, professionalism, and integrity, and have the