



Hathaway Parents Association

HOWARD W. HATHAWAY SCHOOL

53 Tallman Avenue

Portsmouth, RI 02871

Telephone: 401-683-0500

Telefax: 401-683-0525

Fall Fundraiser

Event Description

This is one of two fundraisers held during the school year. It has raised \$7,000 - \$10,000 each year.

What does the HPTA do?

The Fundraiser Coordinator will need to work with our local Fundraising Representative, Andrea Gallagher (contact information below), to determine what you want to sell (Mrs. Fields cookie dough, Soul Warming Soups, Mink&Co., or Mixed Bags (recyclable bags which earn up to 50% profit for the schools). Then you need to determine dates for fundraiser. It usually runs for a 2 wk period with stragglers coming in over an additional 3rd week.

Andrea Gallagher

Owner and Fundraising Consultant

Soul Warming Fundraising

401-212-0211 Fax #401-655-6872

P.O. Box 812

Portsmouth, RI 02871

www.SoulWarmingFundraising.com

You will need to complete some online information which Ms. Gallagher will provide (e.g., program agreement for Mink & Co., Soul Warming Fundraising online contract)

Ms. Gallagher will provide order forms, colored brochures and envelopes for fundraising program.

The following two items will need to be created to send out to parents:

- Cover letter explaining the fundraiser (**attachment A**)
- Incentive brochure which lists incentives for selling more items (**attachment B**)

You will need volunteers to help make necessary copies of these documents for distribution (total number of students plus 25-30 extras) as well as to help put packets together. These packets will include the cover letter, incentive brochure, catalogue and order forms for each fundraiser as well as a return envelope. This can be done at school, must make arrangements with Main Office or offsite, since some volunteers won't be VIS approved.

Promotion ideas:

- Ask Principal to send out a 'robo call' to all parents regarding fundraiser details. The cover letter can be used as a guide
- Provide Main Office with a list of email reminders to be sent out to parents (**attachment C**)



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- Create a back pack reminder to go out beginning of second week, if you feel its necessary
- Ensure reminders (**attachment C**) are posted on the HPTA Facebook page as well as the Hathaway Twitter accounts
- Hang posters from Ms. Gallagher with start/end dates and Fundraiser Coordinator contact information

Once selling period is over you will need to get volunteers to help count order forms.

- Book a room at the school to do this either the conference room or teachers lounge keeping in mind that teachers eat lunch from 11:00 – 1:30.
- Ask for a complete student list by teacher
- Contact **VIS Coordinator** to request volunteers
- Should be done morning or afternoon

Order form review:

- Verify orders and money collected are correct
- Orders with issues e.g., over/under payments, etc. should be put aside for follow up– t
- Make sure names/classroom information is correct & a parent contact phone number is provided
- Money needs to be counted for treasurer e.g., # ones, # fives, # tens, #20s, etc.

After the review is done you will need to contact the **HPTA Treasurer** and arrange time to drop off money. (*all checks are made payable to **HPTA***).

At this time, you will identify winners of the following:

- Sold 5+ items – crazy hat day
- Sold 15+ items – lunch with friend
- Top 25 sellers – party with pizza
- Top 5 sellers – lunch with Principal
- Top seller – gets bike

Incentive program (attachment B):

- Need to create coupons for incentives e.g., Crazy Hat Day, lunch with a friend, lunch with the Principal, Activity Party with Pizza (top 25 sellers)
- Schedule dates for these incentives with Principal & Main Office
- Purchase bike for the top seller once this is known (usually spend ~ \$100 on bike)
NOTE: Call winner's parents to find out their child's favorite color & ask if the parents can come in to school when the bike is awarded. Contact Principal & student's teacher & have the class come down with winner so pictures can be taken.



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When the week of delivery estimated, follow up with the gym teacher/Hathaway custodian/main office/principal to find out what day of the week works best form them.

Once final delivery date is made ask custodians for 4 tables (1 for check in; 3 for check out & prize distribution) and extra garbage bins in the gym for the afternoon of the delivery date.

NOTE: delivery time is usually after 1:30 pm and people can start picking up between 2:30pm – 5:30pm.

- Send note to the VIS Coordinator regarding volunteers available to unload truck and help with parent check in/check out.
- Use same promotion methods to remind parents about picking up their orders:
 - Email script to Main Office with pick up reminder
 - Post pick up times on Facebook & Twitter
 - have principal send robo call out to parents the morning of pick up with times
- Contact Clements Marketplace to see if we can borrow a few shopping carts to help move items
- Ask volunteers to bring wagons for carting heavy orders
- Use brown lunch bags to identify what each student wins (1=secret prize, 2=crazy hat, 3=lunch with friend, 4=top 25 sellers get party, 5=top 5 sellers get lunch with Mrs. Little)

NOTE: follow up with Andrea regarding 'secret prize'

Volunteers needed:

- 2 volunteers to make photocopies of cover letter & incentive form
- 6-8 volunteers to help put student packets together
- 8-10 volunteers to help count money and organize orders
- 10-15 volunteers to help with distribution

Volunteer shifts for distribution day:

Location: Gym from 1:30pm-5:30pm

Type of shift	1:30pm – 3:30pm	3:30pm -5:30pm
Unload truck	6 (be able to lift up to 30lbs)	N/A
Check in	2	2
Check out	3	4
Prize distribution	1	1

Budget - \$100 for bike



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Attachment A

Dear Parents, Students, and Staff,

The Hathaway Parent Teacher Association (HPTA) is beginning their annual FALL FUNDRAISER selling **Mrs. FIELDS Cookie Dough, Soul Warming Soups**, as well as a variety of household items and gifts from **MinkCo.com** (on-line). We are also offering the Donate-A-Bag program which allows you to purchase 2 lb bags which will get donated to our local food banks in the Hathaway School's name.

All proceeds from this sale will be used to help fund extracurricular & enrichment activities, field trips, family events and so much more!! We need your support to help make this fundraiser GREAT! This is one of only two fundraisers that the HPTA sponsors during the entire school year!

Below are some important dates and payment information:

- Sale starts **Monday, September 10th**
- All orders Due on **Friday, September 21st**
- Payment for orders placed on enclosed form can be made with cash or checks
 - payable to: HPTA (**Please include the student name on check.**)
- We will only be taking online orders for Mink & Co. and their payments will be made by credit card at the time of purchase – You will order them to the address of your choice.
- Mrs. Fields and Soul Warming Soup Orders will be distributed mid-November

How to order:

Mrs. Fields Cookie Dough & Soul Warming Soups – All orders are placed by filling out the enclosed Order Form (All of these Orders will be delivered Frozen to the School).

- **Mrs. Fields Cookie Dough** makes 32 1.25 oz. cookies (\$18 Each Box)
- **Soul Warming “Soup Bags”** are Gourmet Frozen Soups - 2lb (\$15) or 4lb (\$19) varieties

DonateABag: This year we have a NEW on-line DONATEaBAG.org program which you can share with Friends and Family both in and out of state. Search our school or go to:

- www.donateabag.org/products/hathaway02871
- We earn Money for Hathaway School!
- All 2lb DONATE A BAG purchases will be given to the Rhode Island Community Food Bank and the St. Vincent De Paul Society.
- Our goal is to donate
 - **250 2lb. bags of soup so Hathaway can earn 50% profit.** In addition to this, **Soul Warming Fundraising will donate an additional 100 2lb. bags of soup** on behalf of Hathaway School.
 - If we **donate 500 2lb. bags of soup Hathaway will earn 50% profit** and **Soul Warming Fundraising will donate 200 2lb. bags of soup** on behalf of Hathaway School. That's 700 2lb. bags of soup donated!

Mink & Co. – (On-line only). You will need to go to the www.minkco.com website:

- click on 'sellers'
- click on the 'sign up' button
- enter your child's information along with our program number **184233400**
- then you will be given a unique link to share via email, social media or text with your family and friends out of state.

If you have any questions, please feel free to contact Lisa Museler via text at 401-924-0833 or email to lmuseler@outlook.com. We look forward to another successful fundraiser!



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Attachment B

Howard Hathaway Elementary School

HPTA Fall Fundraiser

Incentive Prizes!!

**Sell 2+ items, earn a secret prize!

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Sell 5+ items, earn a **CRAZY HAT DAY pass!
 (Plus the prize above!)

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** Sell 15+ items, earn a “lunch with your friend” pass!
 (During regular school lunch times, date TBA plus the prizes above)

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Top 25 sellers earn a pass to an Activity party with Pizza
 (Party will include some type of activity, e.g., ninja warrior, trampoline, bounce house. Date and time TBA.)
 (Also earn the prizes above!)

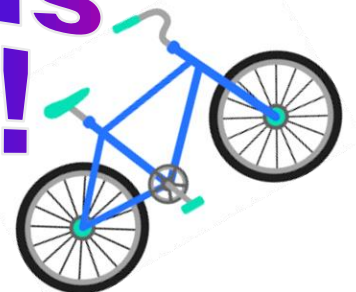
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Top 5 sellers get to have lunch with **Mrs. Little!
 (Also earn the prizes above! Lunch date and time TBA as well as specifics.)

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**#1 Seller wins
 a new bike!!**

(Must sell a minimum of 50 items.)
 (Plus all the prizes above!)





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Attachment C

Re: Hathaway Fall Fundraiser – Kickoff

We are kicking off our Fall Fundraiser which will run until Friday, September 21st. This year we are raising money by:

- Selling **Mrs. Fields Cookie dough** \$18 box which makes 32 1.25 oz cookies
- Selling **Soul Warming Gourmet frozen soups** – 2lb \$15 and 4lb \$19 in a variety of flavors
- **DonateABag program** (online program) – friends and family can purchase 2lb bags of soup that will be donated to our local food banks. We will earn **45% profit** for every bag will donate, **if we donate 250 bags of soup will earn 50% profit**
- **Mink & Co.** (online program) online catalogue that sells a variety of household items, gifts, foods, and magazine subscriptions.

Money raised from this fundraiser will be go directly to our children via the Hathaway PTA to fund field trips, classroom needs, dances, Arts for Life, our Reading Journey program and additional technology upgrades.

Please ask your family, friends, neighbors, and co-workers to help support this fundraiser! Our school is tax exempt so there's no need to include tax on orders. We know a lot of you have family out of state so send our two online (www.DonateABag.org/products/hathaway02871 and www.minkco.com) programs to them so they can support us too!

Wednesday of 1st week – Re: Hathaway Fall Fundraiser

This year we are using a NEW online program, www.DonateABag.org, which supports two causes: it helps us raise money while supporting our local community food banks. Just send the www.donateAbag.org/products/hathaway02871

link to your friends and family and they can purchase a bag of soup for \$15 to donate to our local food bank. Hathaway will receive **45% profit on every 2lb bag of soup donation**. If we **donate 250 bags of soup** Hathaway will receive **50% profit on every 2lb bag of soup**. It's as easy as sending the link above to your family and friends. You don't have to collect money or hand out items in November. All donations will be shipped directly to the food banks.

Every sale counts and helps raise more money for our children. We need your help to make this successful!!

Please remember this is 1 of ONLY 2 fundraisers the HPTA does ALL YEAR!



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Monday of 2nd week – Re: Hathaway Fall Fundraiser

Only 1 week left to get your orders in for our fall fundraiser! Please remember orders are due **(enter last day of 2nd week)**

Don't forget about our online catalogue www.minkco.com.

- Go to site & click on SELLERS in tool bar
- Click on 'Catalog Host admin' button
- Enter your child's information & include our program number:184233400
- You will be taken to your child's 'Contact Dashboard'
- Click on 'Manage Contacts' and enter family, friends, co-workers, neighbors email addresses & send link to all contacts

It's so easy, all online orders are paid for and shipped directly to your family and friends. You can get some of your holiday shopping done and support Hathaway at the same time! Every sale counts and helps us raise more money for our children.

Thursday before end of sale – Re: Fall Fundraiser – LAST 2 DAYS

Don't forget all orders are **due in tomorrow (Friday, enter date)**. Still plenty of time to take orders from friends, family, neighbors and co-workers. Send out both links below
our DonateABag program link:

www.donateAbag.org/products/hathaway02871

OR

Your www.minkco.com link for your child

We appreciate your support for our Hathaway community!