



## Parent Teacher Association Fundraising Tips

*First of all, a massive thank you for working toward creating a safer and healthier environment around your school! Without the dedication of members of the school community, projects like this would not be possible.*

### Tip 1)

### Social media



Social media is a fantastic free resource that can be used for many things, including increasing your supporter base. If you haven't already, then create a PTA [Facebook page](#) and [Twitter account](#)

Next, create your own crowdfunding page on [JustGiving](#) or similar. JustGiving is a fundraising portal with a 0% platform fee. Create a page, including a small amount of copy detailing what you are fundraising for and why, and your target amount:

A screenshot of a crowdfunding page on JustGiving. The main image shows a school playground with a basketball court. To the right, a purple circular progress indicator shows "75%" completed, with "£1,510 raised of £2,000 target by 50 supporters". Below this are "Share" and "Copy" buttons. The text below the image reads: "We've raised £1,510 to help plant trees and plants inside the Holbeach Primary School playground to create some enriching green space and shady areas." The page owner is identified as Marie-Claire Denyer. At the bottom, it says "London Borough of Lewisham, United Kingdom" and "Funded on Sunday, 31st December 2017".

Marie-Claire Denyer

We've raised £1,510 to help plant trees and plants inside the Holbeach Primary School playground to create some enriching green space and shady areas.

London Borough of Lewisham, United Kingdom Children and youth

Funded on Sunday, 31st December 2017

**75%**  
**£1,510**  
raised of £2,000 target by 50 supporters

Share Copy

**What is crowdfunding?**  
Crowdfunding is a new type of fundraising where you can raise funds for your own personal cause, even if you're not a registered charity.  
The page owner is responsible for the distribution of funds raised.

Share this page on all social media platforms and ask other members of the PTA / school community to do the same. Ask for re-tweets from your Twitter followers and shares from parents on Facebook. You will be surprised at who donates! Also ask the school if it is possible to include the link in one of the weekly newsletters, especially if these are digital.

## **Tip 2) Local sponsorship**

Take a walk in the area surrounding the school, focusing on busier streets where there are shops and businesses and building developments.

Make a note of potential local sponsors such as local developers, estate agents, car garages, and other local independent businesses. Focusing on smaller, independent businesses usually works best, however unfortunately due to COVID-19 it is unlikely that independently owned restaurants or bars will be in a position to support the campaign. Have a think about local or online businesses that have had to deal with little to no impact on sales during the pandemic, or who may even be [thriving as a result](#). Chains and larger organisations (such as supermarkets etc.) are doing well but unfortunately often have corporate strategies in place and are unable to support smaller, local causes.

If possible, pay a visit to the organisations you have targeted with a letter on headed paper that includes your PTA logo and charity number (if relevant) explaining your project, it could be something like this:

... Primary School is taking part in The Schools Tree Project, a partnership between the charity *Street Trees for Living* and Lewisham Council to plant 200 school street trees from 2020-2022.

We are hoping to plant five to ten street trees along `...' road.

This is to protect the pupils from air pollution, as well as increase biodiversity, improve the look of the streetscape and encourage walking to school - among many other benefits.

Each tree costs £350 and comes with labelled sponsorship details. Schools will publicise sponsorship through newsletters, assemblies etc (*check this with the school first!*)

As an organisation with close links to the local community, would you be interested in supporting this project?

Find out more: [www.streettreesforliving.org/theschooltreesproject](http://www.streettreesforliving.org/theschooltreesproject)

Street Trees for Living is a registered charity, number 1185165

Many thanks for your time. It would be great to work together on this project!

In our experience it always pays to make a personal visit, by either going into the shop or business with more information, or making a phone call to explain the project. This can always be followed up with e-mailed information, but this way you get to speak to the right person and even potentially meet the owner of the business, managing director etc. STfL will also help to target local sponsors for your project so please feel free to ask us any questions.

### Tip 3)

### Pop up events



Tap into the skillsets of the many talented parents you have at your fingertips, including their relatives! Whether it be a [pop up kitchen](#)\*, [pop up wine tasting event](#), pop up cake sale, pop up auction (with products donated by local businesses, if they're unable to sponsor a tree) pop up cinema, pop up knitting workshop – whatever a member of your school community has experience in and might be willing to take on with the support from others.

Advertise your event on all social media platforms and [NextDoor](#) if you are a member, charge a flat rate ticket fee to take part and put all profits toward your project!

*\*Please ensure, if required, that you have all the necessary insurance and health and safety certificates, if putting on food events or similar*

(Unfortunately, again due to the pandemic, pop up events are now no longer possible, but think of ways that you might be able to take these online. You could still have an online auction or raffle, or

perform a sponsored challenge within the comfort of your own home, [CLICK HERE](#) for inspiration)

#### **Tip 4) Canvass local residents and create a street WhatsApp group**

Work with STfL to promote your project in the school's neighbourhood by canvassing door-to-door using our 'Canvassing Form' available to every school that's taking part in The School Trees Project. Create a school / street WhatsApp group, this can be a very useful way to raise funds for street trees.

The above creates bonds between schools, residents and local community and identifies supporters who may offer to water the trees over the school holidays and even sponsor a whole tree.

#### **Tip 5) Local grants**

Contact your [ward councillor](#) to find out if there are any funds available that your project would be eligible for, examples of grant opportunities are:

1. [NCIL](#)
2. [GLA](#)

But there are many more funding opportunities, Voluntary Action Lewisham is a great resource for finding out more:

[www.valewisham.org.uk](http://www.valewisham.org.uk)

*Grant applications can be very time-consuming, we recommend carefully reading application criteria to ensure your project is suitable and meets all necessary deadlines beforehand.*

Questions?

[marie-claire@streettreesforliving.org](mailto:marie-claire@streettreesforliving.org)

For queries relating to the immediate environment outside the school including the school travel plan and applying for a School Street, please e-mail:

[activetravel@lewisham.gov.uk](mailto:activetravel@lewisham.gov.uk)