

Raise Funds by Helping Your Parents Connect with Each Other!

School Fundraising Opportunity: **Parent Business Directory**

Overview: Activate your school's online Parent Business Directory where your school's parents can share information about the companies/businesses that they own or work for. Business owner/parents can connect with potential customers and ALL parents can connect with committed, local businesses that they can trust. Your school/organization collects 100% of the fee that you charge the parents to be included.

Cost to You: Absolutely 100% free. No start up costs, no ongoing costs. Keep 100% of funds raised.

Opportunity for Funds:

- **Recommended:** Charge \$10.00-20.00 Entry Fee for inclusion in Parent Business Directory
- How much can your org make? (Here are projections based on sales x entry fee):

\$10.00 per	\$20.00 per
50 x \$10.00 = \$500.00	50 x \$20.00 = \$1,000.00
100 x \$10.00 = \$1,000.00	100 x \$20.00 = \$2,000.00
200 x \$10.00 = \$2,000.00	200 x \$20.00 = \$4,000.00

Funds: 100% of Funds go to your organization (We take no fee – not even the credit card fee – 100% of the funds go to you and your organization)

Take Control: You can decide how you want to collect funds. How do you want your parents to pay?

- 1) Pay online through OUR payment site (*We'll deliver 100% of funds to you on monthly basis*)
OR
- 2) Pay online through your site (*deal with your funds directly*)
- 3) Pay in person (via check or cash)

Directory Management – You'll be able to manage the directory:

- 1) Review and activate/deactivate parent entries and submissions.
- 2) Review any funds collected (if you have parents pay through our site).

"This sounds too good to be true; why are you doing this?"

I'm promoting our new web site/project **SmallBusinessNova.com**, a business info site for Northern Virginia small businesses and **SupportingOurStudents.com**, a site where businesses can support sharing some of our teacher online created courses for free. I'll be delighted to connect with business owners/entrepreneurs that are actively supporting our students.

Web Site for More Info and to sign up: <http://www.SmallBusinessNova.com/ParentBusinessDirectory>

How to Share? See checklist on the next page and select which actions work best for you!

Ideas for Promotion - How to Promote Your Parent Directory link to your School Parents:

- 1) ___ Set up a table and hand out Flyers to students to share with their parents
- 2) ___ Post advertisement on School Facebook Page
- 3) ___ Send email to your group's parents
- 4) ___ Ask administration to include flyer in mailing home
- 5) ___ Ask administration to add link on parent portal/school home page
- 6) ___ Post sign around school inviting
- 7) ___ Announce directory at PTA meeting
- 8) ___ Announce directory at Back to School Night
- 9) ___ Hand out flyers at sports events or theaters
- 10) ___ Partner with other student organizations to share (split the entry fee)
- 11) ___ Ask teachers to post a flyer in their rooms.
- 12) ___ Add informational blurb to parent bulletin (in paper, or email)

Materials available online for download:

- Flyer to print
- Email to share with other student orgs who can promote and share (can split the entry fee with them if you want)