

Fundraising Request for Wingra School



You have an idea for a Wingra School fundraiser? *WONDERFUL!* We value the interest and energy our community puts into Wingra School fundraisers – for the Wings for Wingra Annual Fund, the Joyce Perkins Scholarship Fund, and the Capital Campaign.

This sheet outlines the decision-making process, guidelines and tips for adding a fundraiser to the Wingra calendar.

The Process

Each fundraising request should be submitted to the Development Office by the attached form a minimum of 4 to 6 weeks prior to the event/project for review and approval. This is done to ensure that our events are aligned with the school's mission and core values and coordinated so that we do not overload our calendar or our families with fundraising requests. Each request will be reviewed and you will be contacted with a decision or need for additional information.

Guidelines

When proposing a fundraiser for Wingra School, please keep in mind these guidelines:

- All fundraisers must be aligned with the School's mission and core values.
- We want to keep family budgets and time commitments in mind when selecting fundraisers.
- Whenever possible, fundraisers should involve local or green items, and we prefer to focus on products that our community would already be purchasing (e.g. coffee, lightbulbs, etc).
- Fundraisers must adhere to all applicable Federal/State/Local regulations including the collection of sales tax when appropriate and conform to acceptable standards and practices of fundraising. Please see Director of Development for guidance.
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Recommended tips for events or projects

- Have a volunteer strategy. How many volunteers will you need for the project? Who will be contacting prospective volunteers so you have enough? When will it happen? What is your fallback plan if you don't have enough volunteers?
- Know if you will need tax receipts for donations.
- Know if your event requires insurance.
- Plan to thank donors for donations (ex. Write follow up thank you notes.)
- Have a plan for donation accounting. How will donations be collected and accounted for?
- Plan communications. How will you advertise and communicate your project?
Note: All communications need to be approved by the Development Office.
- In general, think about a "Plan B" for all logistics: What if volunteers don't show up? What if table rental is more than expected? What if the building can't be opened?

If you have any questions, please contact Ashley Fletcher, Director of Development, at (608) 238-2525 or ashley@wingraschool.org.



Fundraising Event/Project Request Form

If you are planning a fundraising event or project for Wingra School, please fill out and return form to Ashley Fletcher, Director of Development, in the Development Office or at ashley@wingraschool.org. Form must be submitted minimum 4 to 6 weeks prior to event/project.

Project Coordinator: _____

Phone: _____ Email: _____

Type of Project/Event: _____

Starting Date/Time: _____ Ending Date/Time: _____

Location: _____

Estimated funds to be raised: _____

Proposed use of funds:

- Wings for Wingra Annual Fund
- Joyce Perkins Scholarship Fund
- Capital Campaign Building Fund
- Other (describe) _____

Project Details (Plan of action, communication, volunteer needs, etc.): _____

Budget (if applicable, please break out costs; attach separate budget page if necessary):

Will you need help or resources from the school staff? (If yes, please tell us how we can help)
