



MVES PTO Business Plan

School Year 2011-2012

Jump In!

Mission Statement

To develop a relationship between the Mountain View Elementary School staff and parents in support of the education of our children physically, mentally and socially.

Goals

The goals for the MVES PTO for the 2011-2012 school year are:

- to raise at least \$1,000 for each of the Encore Programs and Special Needs (Art, PE, Library, IT, Music, Special Ed, Start and SIGNET).
- to increase PTO family membership to 100% of all families at MVES.
- to retain PTO teacher membership at 100% of all teachers at MVES.
- to continue to provide financial support to current MVES programs such as counseling, assemblies, teacher supplies and Scholastic Newsletters.
- to continue to provide school-spirit building events and activities.

Organizational Structure

Per the MVES PTO Bylaws, the MVES PTO is managed by a Board of Directors. The Board of Directors assigns committee chairpersons as deemed necessary and involves all interested volunteers. The current Board of Directors includes a President, Vice President, Secretary, and Treasurer. Their responsibilities are as follows:

President: Candice Helmlinger

- Prepare the MVES PTO Calendar for the school year and present, revise, and approve with the MVES PTO Board and MVES Principal, Ms. Barton.
- Set the goals and direction for the MVES PTO for the school year.
- Work with administrators and staff to determine key financial and equipment needs.
- Look for new opportunities to bring in revenue.
- Be the spokesperson for the MVES PTO.
- Serve as the liaison between the administration and MVES PTO.
- Work with the Secretary to set the agenda for the board and membership meetings.
- Work with the Board to set the tone of marketing initiatives.
- Work with the Vice President to oversee events and activities.
- Work with the Secretary to create agendas for upcoming MVES PTO Board and MVES PTO General Membership meetings.
- Work with the Secretary to create "board books" for MVES PTO Board Members containing all pertinent information necessary to fulfill their volunteer obligations.
- Work with the Treasurer to ensure financial security of the MVES PTO.

- Recognize volunteers for their initiatives.
- Work with the Vice President to plan a volunteer thank-you event at the end of the school year.
- Recruit new members by promoting the accomplishments, activities, and events of the MVES PTO.
- Create and distribute a MVES PTO electronic newsletter.
- Promote the MVES PTO successes through the local newspapers, emails to MVES families, etc.
- Posted information on the MVES PTO Website.

Vice President: Cindy Buckley

- Retain current members by encouraging participation from one year to the next.
- Communicate to MVES PTO members regarding activities and needs of the organization.
- Identify event/activity chairpersons and necessary volunteers.
- Secure locations for events/activities.
- Present PTO event/activity updates at board and membership meetings.
- Create and maintain Standard Operating Procedures (SOP) for each event/activity.
- Create budgets for events/activities and present to the MVES PTO Board prior to beginning work towards an event/activity.
- Work with event/activity chairs to organize the event, select vendors and secure funds.
- Create signs promoting companies that donated to/sponsor the event.
- Complete and submit a business partnership form for each company donor immediately following an event/activity.
- Keep a volunteer sign-up log at event.
- Recognize volunteers for their initiatives with a personal thank you after each event.
- Work with the Vice President to plan a volunteer thank-you event at the end of the school year.
- Serve as the liaison between the volunteer chairpersons and general volunteers and the MVES PTO Board of Directors.

Secretary: Francine Barnes

- Record and post minutes at MVES PTO Board and Membership Meetings to the MVES PTO website.
- Enter membership data and maintain the membership database.
- Create and electronically distribute the MVES PTO Membership Directory.
- Create, update and distribute events calendar. Maintain the calendar on the PTO Website.
- Send out meeting reminders with a draft agenda.

- Work with the President to create and distribute meeting agendas.
- Work with the President to create "board books" for MVES PTO Board Members.
- Work with the Vice President to create and maintain Standard Operating Procedures (SOPs), collecting after events to keep records in PTO closet.
- Create "New Student Welcome Packs" and maintain a supply of 5 in the front office for distribution to new students.
- Work with the President to keep the PTO website up-to-date.
- Update the exterior sign with upcoming events (or have a dedicated volunteer that receives the information to post).

Treasurer: Eryn Cadoff

- Work with the President to create a school year budget.
- Create monthly MVES PTO Treasurer reports (transaction report and actual vs. budget report)
- Post all financial transactions to the MVES PTO financial system as they occur throughout the month.
- Make deposits in a timely fashion, as needed.
- Write checks as needed and reconcile the checkbook.
- Prepare cash boxes for events.
- Secure online payment funds.
- Secure funds from business partners.
- Follow-up with bounced checks.
- Complete all business applications such as tax exemption, non-profit status, and insurance.
- Facilitate an annual audit.
- Maintain the PTO Facebook page with event updates and reminders.

Non-Board Volunteer Opportunities

Academic Enrichment Group

Works with the staff at MVES to support academic programs such as:

- Math Night
- Science Night
- Literacy Night
- Cougar Bank
- related after school clubs

Art and Music Group

Works with the art department at MVES to determine needs. Supports the following programs:

- Art & Writing Contest
- Yearbook
- Yearbook Cover Competition
- related after school clubs

Cougar Spirit Group

Works with the President and Volunteer Coordinator on the following programs:

- Fall Festival and Teacher Flag Football
- MVES Staff Appreciation
- Talent Show
- BINGO
- Valentine Grams
- Popcorn Friday
- Restaurant Spirit Nights
- MVES Cougar Mascot

Free Money Group

Finds opportunities to bring in additional revenue to MVES PTO through programs such as:

- Box Tops
- Capri Suns
- Tyson's Chicken Nuggets
- Grocery Store Cards
- Ink cartridges
- Cell phones
- School Supply Kits

Landscape Group

Works with the MVES Principal to implement Greening MVES, find additional grants and funding, selling spirit wear to raise money for additional landscaping, and continue the engraved brick program.

Language Arts Group

Works with the MVES library to determine needs. Supports the following programs:

- Book Fair (fall)
- Read-A-Thon (spring)
- Art & Writing Contest
- related after school clubs

Physical Fitness Group

Works with the MVES PE department to determine needs. Supports the following programs:

- 5K Race (spring)
- Teacher's Choice Game (broom hockey, volley ball, kickball, basketball, etc.)
- related after school clubs

Technology Group

Works with the Principal to continue to expand the technological capabilities of MVES and the technology experiences for the students at MVES.

Possible Clubs Facilitated by the PTO in Conjunction with MVES Staff:

*Art Class (Rhea Davis)
Book of the Month Club (Charlotte Peyton)
Chess Club (Nicole Svenson)
Glee Club
Knitting Club (Beth Marché)
Lego/Robotics Club (Francine Barnes)
Running Club (Donna Cole)
Debate Club
Drama Club*

2011-2012 General Events Calendar

August

08/29 PTO Sponsored MVES Staff Luncheon

September

09/02 PTO Snacks at Meet the Teacher, MVES, 9 AM

09/7 PTO BOD Meeting, 9:15 AM

09/19-10/14 Fall Box Tops Class Competition

09/21-09/22 Back to School Night Contest

09/26-09/30 MVES Football Spirit Week

09/27 PTO General Membership Meeting, MVES Library, 4 PM

October

TBD MVES Book Fair

10/01 MVES Fall Festival and Staff Flag Football Game, MVES Field, 3-6 PM (*rain date 10/15*)

10/05 PTO BOD Meeting, 9:15 AM

10/07 Popcorn Friday

10/28 Teacher Appreciation: Trick or Treats

November

TBD Family Science Night

11/01 PTO BOD Meeting, 9:15 AM

11/1-11/15 Holiday Scrip Gift Card Sales

11/03 Cougar Spirit Night: Chick-fil-A

11/04 Popcorn Friday

11/08 PTO Premiere Jewelry Party at MVES

11/18 Family Movie Night, MVES, 6:30-9PM

11/29 PTO General Membership Meeting

December

12/02 Popcorn Friday

12/02 Family BINGO Night

12/07 PTO BOD Meeting, 9:15 AM

12/08 Cougar Spirit Night at UNOs

12/19 Yearbook Cover Contest Begins

January

TBD Principals Day

01/04 PTO BOD Meeting, 9:15 AM

01/06 Popcorn Friday

01/09 Engraved Brick Sales Begin

01/12 Cougar Spirit Night at Chick-fil-A

01/17-02/17 Box Tops Winter Class Competition

01/26 Teacher's Choice - Game, BRMS 6-8 PM

01/30 Valentine Gram Sales Begin

01/31 PTO General Membership Meeting

February

02/01 PTO BOD Meeting, 9:15 AM

02/01-02 Talent Show Auditions, MVES 4 PM

02/03 Popcorn Friday

02/03 Teacher Appreciation: Souper Bowl Lunch

02/06 Art & Writing Contest Begins

02/06-10 National School Counselors Week

02/14 Valentine Grams Distributed

02/23 Cougar Spirit Night at Buffalo Wild Wings

March

TBD Family Literacy Night

03/01 Yearbook Sales Begin

03/02 Popcorn Friday

03/02 Talent Show Rehearsals, BHS, 5 PM

03/03 MVES Silent Auction, BHS, 4 PM

03/03 MVES Talent Show, BHS, 5 PM

03/07 PTO BOD Meeting, 9:15 AM

03/13 Cougar Spirit Night at Chick-fil-A

03/16 Teacher Appreciation: This Spud's For You

03/26 Earth Day Tree Flyer Distributed

03/27 PTO General Membership Meeting

April

TBD Family Math Night

04/11 PTO BOD Meeting, 9:15 AM

04/02-04/20 TA Week Scrip Gift Card Sales

04/17 Cougar Spirit Night at Fosters

04/25 Administrative Professionals Day

04/23-27 MVES Race Spirit Week

04/28 MVES 5K Race for Education, Piedmont

May

TBD SOL Kick-Off Party

05/01-25 Box Tops Spring Class Competition

05/02 PTO BOD Meeting, 9:15 AM

05/07-11 Teacher Appreciation Week

05/04 Popcorn Friday

05/23 Brinner with Mom & Dad, IHOP

05/29 PTO General Membership Meeting

June

06/03 Volunteer Appreciation Party

06/06 PTO BOD Meeting, 9:15 AM

06/13 Yearbooks

06/14 5th Grade Dance

Event Chairpersons

| | | |
|-------|------------------------------------|----------------------------------|
| 08/29 | PTO Sponsored MVES Staff Luncheon | PTO Board of Directors |
| 09/02 | PTO Social at Meet the Teacher | PTO Board of Directors |
| 09/26 | MVES Football Spirit Week | TBD |
| 10/11 | MVES Fall Festival and Football | Cindy Buckley |
| 11/08 | PTO Premiere Designs Jewelry Party | TBD |
| 11/15 | Family Movie Night | TBD |
| 12/02 | Family BINGO Night | Sue Ring |
| 01/26 | Teacher's Choice Game | TBD |
| 01/30 | Valentine Grams | Signe Yates |
| 02/06 | Art & Writing Contest | Belinda Greis |
| 03/24 | MVES Talent Show | Martha Cutsinger & Cindy Buckley |
| 03/24 | MVES Silent Auction | Molly Cerrentani |
| 04/23 | MVES Race Spirit Week | TBD |
| 04/28 | MVES 5K Race for Education | Francine Barnes |
| April | SOL Kick-Off Party | TBD |
| 05/07 | Teacher Appreciation Week | TBD |
| 05/07 | Carnation Sales - TA Week | Gena Newman |
| 06/03 | Volunteer Appreciation Party | PTO Board of Directors |
| 06/14 | 5th Grade Dance | Tammy Marchand & Laurie Payne |

Recurring Events/Activities

| | |
|-----------------------------------|--------------------------------------|
| Box Tops Coordinator | Eryn Cadoff |
| Capri Suns Coordinator | TBD |
| Cougar Mascot | Kathleen Lazar |
| Engraved Bricks | Candice Helmlinger |
| Landscape Committee | Judi McCauley |
| Popcorn Friday | Patty Craig |
| PTO Facebook Page | Eryn Cadoff |
| PTO School Sign | TBD |
| PTO Website | Candice Helmlinger & Francine Barnes |
| School Supply Kits | TBD |
| Scrip Gift Card Sales Coordinator | TBD |
| Spirit Nights | Cindy Buckley |
| Staff Appreciation | TBD |
| Yearbook | Jen Skaff |

| | | | |
|------------------------|---------------------------|---------------|-----------------|
| Art Class | Rhea Davis & Rick Skelton | Knitting Club | Beth Marché |
| | | Lego Club | Francine Barnes |
| Book of the Month Club | Charlotte Peyton | Running Club | Donna Cole |
| Chess Club | Nicole Svenson | Debate Club | TBD |
| Glee Club | TBD | Drama Club | TBD |

MVES PTO Budget SY 2011-2012

Budgeted Income

Dues & Contributions

| | |
|-----------------|----------------|
| Dues | \$3,000 |
| Fall Fundraiser | <u>\$6,500</u> |

Dues & Contributions Total: \$9,500

Events Income

| | |
|------------------------|----------------|
| 5K Race for Education | \$1,800 |
| BINGO | \$1,000 |
| Engraved Bricks | - |
| Fall Festival/Football | \$2,000 |
| Jewelry Party | \$1,000 |
| Movie Night | \$ 500 |
| Popcorn Friday | \$ 600 |
| School Kidz | \$2,000 |
| Scrip Card Sales | \$ 100 |
| Silent Auction | \$3,000 |
| Spirit Wear | \$ 250 |
| Spirit Week(s) | \$1,500 |
| TA Carnation Sales | \$ 500 |
| Talent Show | \$1,000 |
| Teachers Choice Game | \$ 250 |
| Valentine Grams | \$ 500 |
| Yearbook | <u>\$3,000</u> |

Events Income Total \$19,000

Free Money

| | |
|-------------------|---------------|
| Bloom | - |
| Box Tops | \$1,500 |
| Capri Suns | \$ 50 |
| Ecophones | - |
| Good Search | - |
| Harris Teeter | \$ 200 |
| Restaurant Nights | \$ 800 |
| Target | \$ 400 |
| Tyson's Labels | <u>\$ - .</u> |

Free Money Total \$2,950

Gross Income \$31,450

Budgeted Expenses

Expenditures

| | |
|---------------------------------|---------------|
| 5th Grade Dance | \$ 500 |
| Administration Appreciation | \$ 500 |
| Art & Writing Contest | \$ 200 |
| Bank Fees | \$ 100 |
| Career Day | \$ 150 |
| Counseling & Assemblies | \$2,500 |
| Fall Festival | \$5,000 |
| Family Literacy Night | \$ 75 |
| Family Math Night | \$ 75 |
| Family Science Night | \$ 75 |
| Heritage Day | \$ 100 |
| PTO Social at Meet the Teacher | \$ 400 |
| Incorporation/Professional Fees | \$ 500 |
| Insurance | \$ 765 |
| Landscaping | \$ 250 |
| Magazine Subscriptions | \$3,800 |
| PTO Operating Expenses | \$1,500 |
| Read-A-Thon | \$ 250 |
| School Newspaper | \$ 700 |
| SOL Kick-Off Assembly | \$ 250 |
| Spelling Bee | \$ 75 |
| Teacher Luncheon (70 staff) | \$ 700 |
| Teacher Supplies (45@\$75/ea) | \$3,375 |
| Volunteer Appreciation | <u>\$ 350</u> |

Expenditures Total \$22,190

PTO Goals (expenses)

| | |
|---------------------------|----------------|
| Art Encore Program | \$1,000 |
| ESOL | \$1,000 |
| IT Encore Program | \$1,000 |
| Library Encore Program | \$1,000 |
| Music Encore Program | \$1,000 |
| PE Encore Program | \$1,000 |
| SIGNET Program | \$1,000 |
| Special Education Program | \$1,000 |
| START Program | <u>\$1,000</u> |

PTO Goals Total \$9,000

Total Expenses \$31,190