

# Franklin PTO General Meeting

October 6, 2020



# PTO Executive Board 2020- 2021

**President:** Rachel Frank

**Vice President:** Casey Cohen

**Treasurer:** Kristin Pustylnik

**Assistant Treasurer:** Erin Pesant

**Communications VP:** Sue Huffman

**Assistant Communications:** Jess Shin

**Volunteer Coordinator:** Sarah Fitzsimmons

**Franklin Staff Representatives:** Mrs. Tierney,  
Mrs. Alberico, Mrs. Polles



## **What Does the PTO Do?**

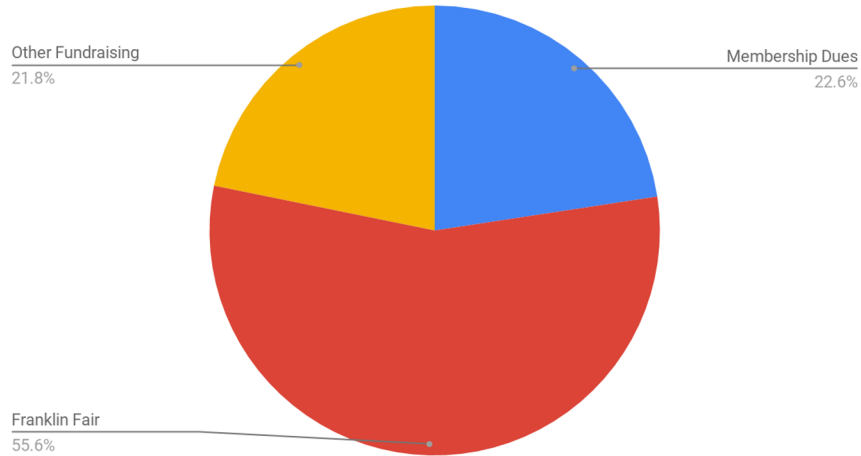
Enhance and enrich the students' and community's experience at Franklin

Foster communication between families and staff

Community building

Operate as a 501(c)(3) - entirely led by volunteers

## PTO Funds



## How Does the PTO Raise Money?

### Franklin Fair

Primary fundraiser for Franklin - seeds most of the budget for the following year

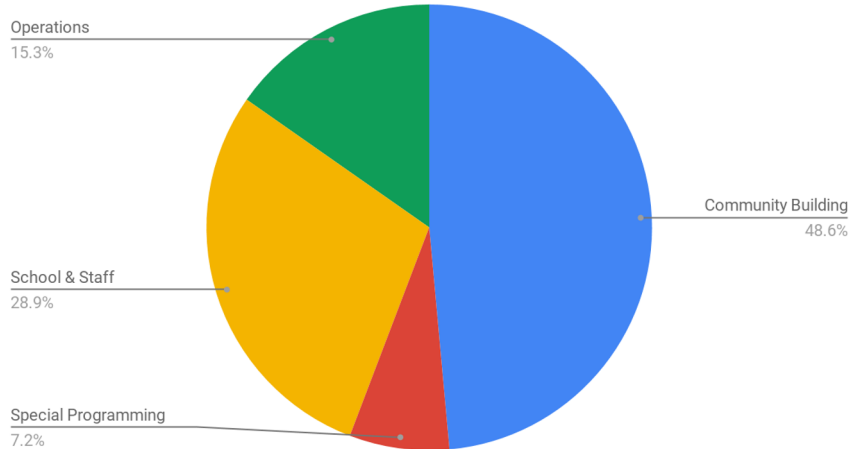
### Membership Dues

\$35 per family

### Other Fundraising

Small proceeds from purchases at the book fair, holiday shop, school supply kits, Spirit Wear, AmazonSmile, etc.

## PTO Investments



## What Does the PTO Invest In?

**Community Building:** Assemblies, author visits, enrichment, musical theater, arts, field trips, holiday shop, field day, welcome back BBQ, movie night, popsicle day, etc.

**School & Staff:** Capital improvements, library resources, subscriptions, teacher grants, staff appreciation, planters, etc.

**Special Programs:** Colonial Day, FLASH, Yoga in the PARCC, etc.

**Operations:** Website, accountant, banking fees, directory software, etc.



## Challenges in 2020

- Franklin Fair raised less profit in 2019 due to COVID restrictions  
= Smaller budget in 2020
- No in-person events allowed in 2020  
= Fewer fundraising sources
- New/unusual purchase requests due to COVID  
= More strain on limited funds
- Families unable to gather / socialize  
= Find other ways to build community



## Solutions in 2020

- Spend Less on Live Events
- Focus More on Staff Appreciation, Virtual Programming, Family Engagement, Community Building
- Develop Alternative Performing Arts Ideas
- Develop Alternative Ideas for Assemblies
- Useful Sunday Email Blasts
- Leverage Social Media
- Put Teacher Grants to Work
- Get Creative with Spirit Wear/PTO Store Offerings
- Increase Donations via AmazonSmile

# Changes in budget from 2019/20 to this year's plan

- We have less income from last year's Franklin Fair
- As of now, PTOs cannot hold in-person events or enrichment activities - however we are hopeful that guidelines will change as the year continues
- Increase funds for staff appreciation and community building





# How Can We Better Serve the Franklin Community?

We Want to Hear From You!

*You can find contact information for all Exec Board  
members in our Franklin Family Directory on  
[FranklinParents.com](http://FranklinParents.com)*