



**PTSA Meeting Sept. 9, 2025**

# AGENDA

Time	Item	Owner
7:00	Introductions & Meeting Schedule	Matt & Marika
	Partner Updates <ul style="list-style-type: none"><li>• Principal</li><li>• Teachers</li><li>• LASER</li></ul>	Principal Marshall Alex Jones/Katie Salisbury LASER reps
	Treasurer Update: Income Sources & Budgeted Expenses for 2025-2026	Maggie
	Fundraising/Annual Campaign Intro & Overview	Michael & Erica
	Review of Google Workspace	Alison & Kerry
	Q&A	Matt & Marika
	Adjourn	
	Appendix Pre-Read: PTSA Overview, 2024-2025 Board Norms, Board Member Expectations, Board Member Points of Contact, How To's	

## Executive Board

Co-President	Marika VanderSmith
Co-President	Matt Hunt
Co-Treasurer - Lead	Maggie Dreifuerst
Co-Treasurer - Check Writing	David McKnight
Co-Treasurer - Check Deposits	Jamie Prins
Co-Secretary	Alison Bettles
Co-Secretary	Kerry Billingham

## PTSA Board

At Large Member	Vacant
Advocacy Chair	Leah Rutman
Communications	Serena Argens
Community Engagement	Tiffany Clark
Fundraising	Michael Polin, Erica Hoover
Membership	Maggie Sloane
Operations	Emily West-Foyle
Teacher Representatives	Alex Jones, Katie Salisbury
Volunteer Chairs	Anna Bonnett, Kelly King French

# 2025-2026 PTSA Board Meeting Dates

*All meetings start at 7 p.m. in the library (unless otherwise noted) and are open to the public*

- **Sept 9**
  - Location: Project Nine Brewing (instead of Library)
- **Oct 14**
  - General Membership Meeting
- **Nov 18**
  - Adjusted for Veterans Day
- **Dec 9**
- **Jan 13**
- **Feb 10**
- **March 10**
  - General Membership Meeting
- **April 7th**
  - Adjusted for Spring Break
- **May 12**
- **June 9**
  - General Membership Meeting

# Upcoming Events



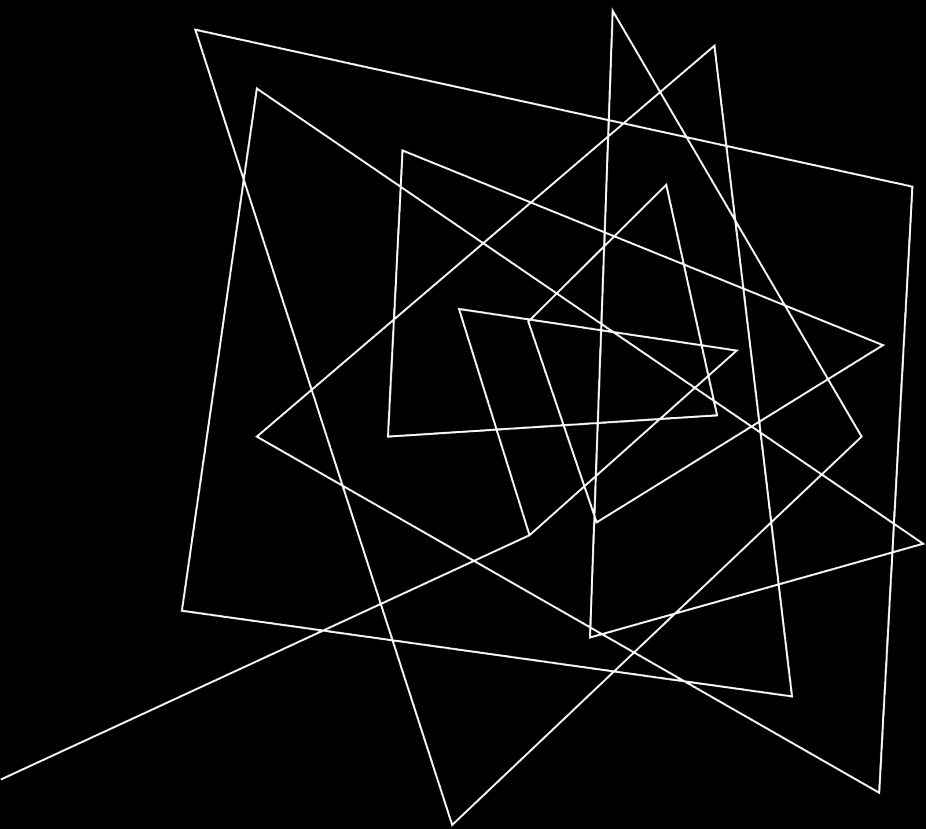
Ice Cream Social  
Sept 12 6pm-7:30

Curriculum Night  
Oct. 9th

Annual Campaign  
Oct 13-24

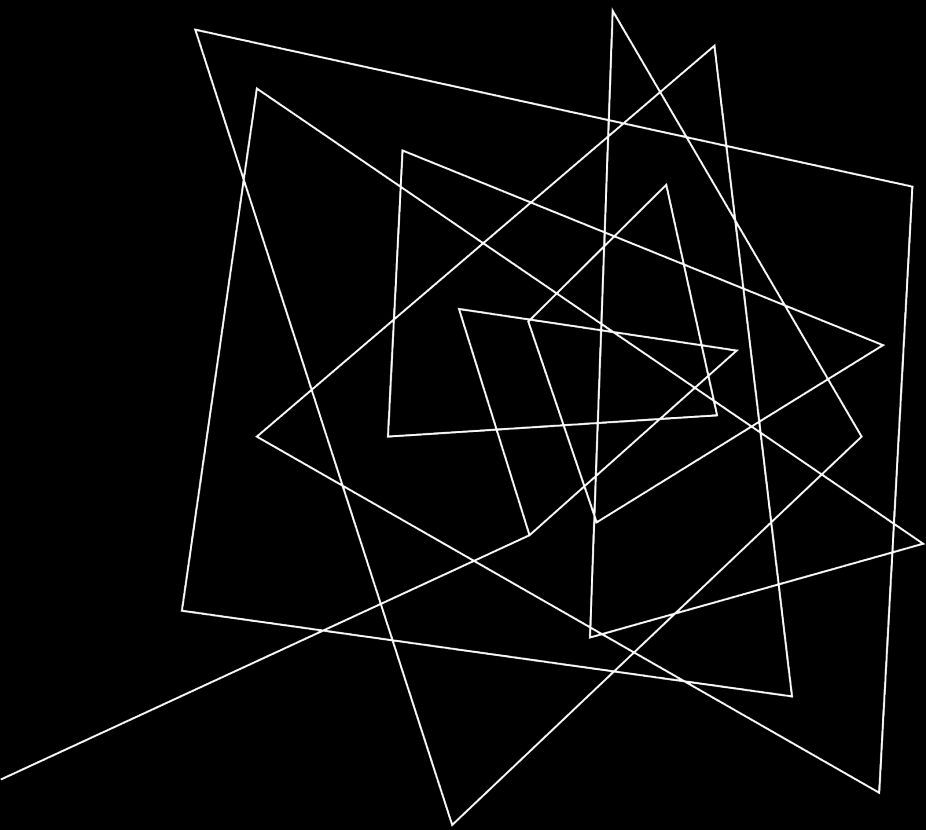
In Service Day (Oct 10)





# Partner Updates

- **Principal Marshall**
- **Teachers**
- **LASER**

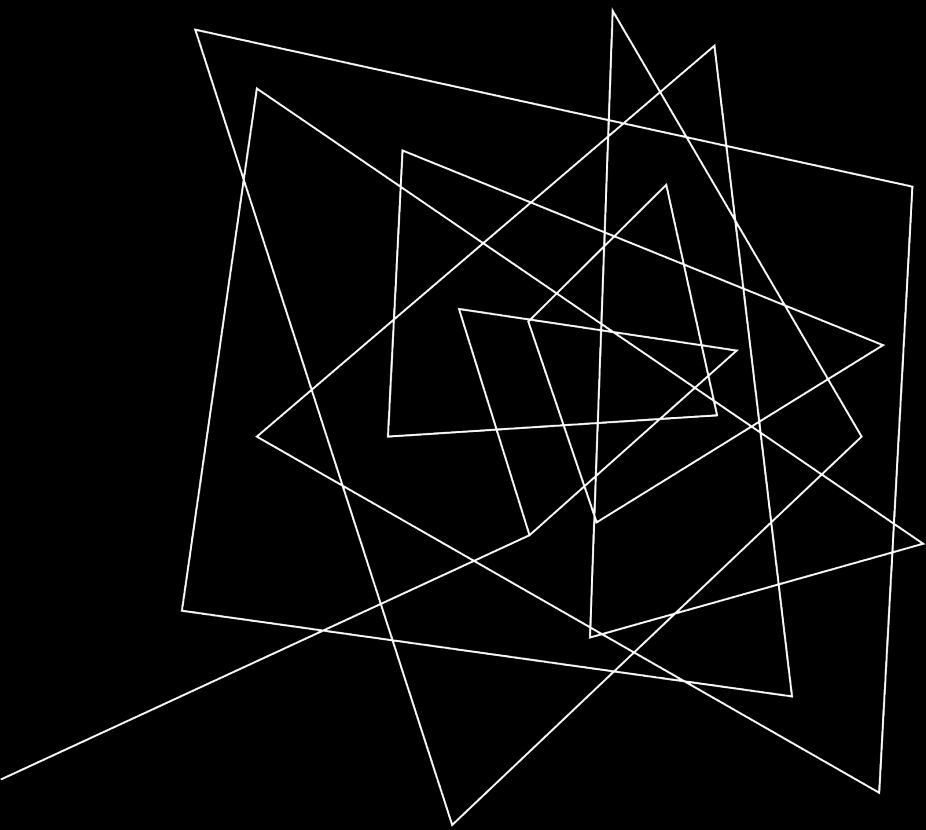


# President Updates



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- Ms. Aliverti memorial tentatively scheduled for November 8 at Bryant
  - PTSA & community support will be needed
  - Looking for folks to help be part of committee
  - Lots of community ideas – discussion needed about what we want to pursue
- Enrollment – any discussion needed?
- Website – summer update didn't happen but motivated to move to new platform
- Talk through Maureen/Islandwood Grant ask
- October General Meeting ideas? Can meet with Dr. Marshall on Thursday for BLT
- Looking ahead- Chess Tournament hosted by PTSA and a great fundraiser (December)
- Speaker Series- PTSA thoughts on starting that up?
- Curriculum Night Oct 9th- We discussed having a pre event re: PTSA. Are people available for that?

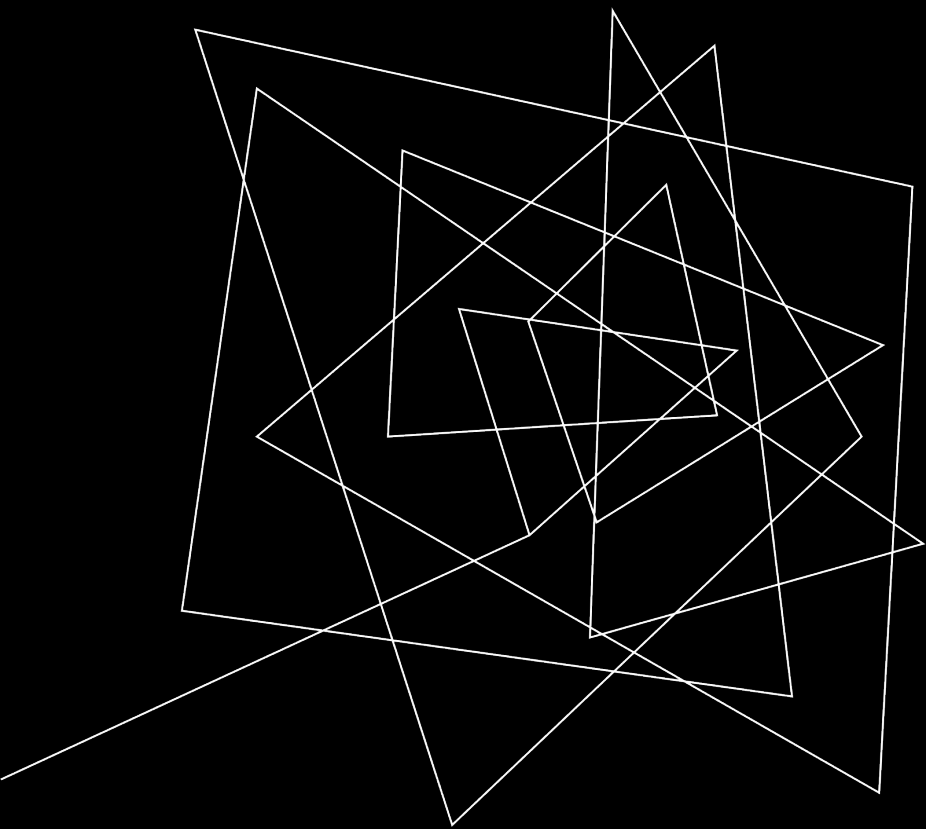


# Treasurer Update

# Income for 2025-2026

	Proposed Budget: 2025 - 2026 (voted on in JUNE 2025)	Actual results through June 30, 2025	If remove Islandwood grant from PTSA Income
Annual Campaign '24-'25	219,000	219,229	219,229
Prior Year Carry Over ('24-'25 transfered to '25-'26)	37,894	58,930	58,930
Auction '25-'26	29,500	29,500	29,500
Blast '25-'26	3,000	3,000	3,000
Other Income (Memberships) '25-'26	1,500	1,500	1,500
Interest '25-'26	300	300	300
5th Grade '24-'25 Islandwood Grant	7,500	6,773	0
Collapsed Accounts	7,431	7,431	7,431
Converted Cash from Reserve Reduction	0	0	0
<b>Total Income</b>	<b>\$ 306,125</b>	<b>\$ 326,663</b>	<b>\$ 319,890</b>

- In June meeting, we forecasted an income of 306K based on projections
- Actual PY carryover was higher than anticipated – driven primarily by the high carryover in '23-'24, Classroom Support delta (field trips, IXL - ~15K), and Staffing delta (~8K)
- To be discussed: Islandwood grant contributing to the income (which offsets PTSA contribution) or being treated as restricted account for '25-'26 5th graders
- FYI: Bank of America account connected to giving fuel payouts was hacked - Matt and I set up a new payment account (webconnex) - anyone that uses Giving Fuel pages will need to adjust



# Fundraising Update

# 2025 Annual Campaign Exec Summary

**2025 Fundraising Target:** \$225K

**Annual Campaign Dates:** 10/13-10/24

**Donation Ask Per Student:** \$600 (up from \$550 previously) [Recommendation]

## **Why Annual Campaign Matters:**

Supports 80%+ of Funding for PTSA funded programs each year

## What does it support:

- **Reading & math specialists + tutors** for students needing early and continued support
- **Enrichment opportunities in arts, technology & library** which expand education beyond math, reading and science
- **Classroom assistance, supplies, & field-trip support** for teachers that request it
- **Community-building & academic events** that connect Bryant families to each other
- **Support for our Bryant community & beyond** including families and schools in need

Preview of Landing Page from 2024: <https://bryantptsa.givingfuel.com/annual-campaign-2425>

# Historical Annual Campaign & 2025 scenarios

	2023	2024	2025 (base)	2025 (high)	2025 (low)
Students	476	481	445	445	445
Donations	443	441	405	405	411
% Donation	93.07%	91.68%	92%	92%	92.38%
Fundraising	\$210,488	\$223,223	\$204,905	\$223,532	\$213,073
Matching	38,378	44,113	38,932	42,471	\$40,478
Match %	18.23%	19.76%	19.00%	19.00%	19.00%
Donation \$	\$475	\$506	\$506	\$552	\$518
Ask	\$550	\$550	\$550	\$600	\$600
Donation % of Ask	86.39%	92.03%	92.00%	92.00%	86.39%

# How to Achieve Our Fundraising Goals

Given our lower number of students (-7.5% YoY) and our expectations on donation participation and average donation, we recommend doing the following to improve our ability to achieve our fundraising target of \$225K

## Fundraising Tactics:

- Increase minimum ask to **\$600** per student
- Improve our marketing of company match
- Improve our marketing and landing page to encourage additional donation
- Increase marketing efforts with K families
- Test new marketing tactics to drive more donation engagement (TBD)

## Critical Marketing Programs We need Support with:

- Lunchroom Marketing & Progress Updates (Live Presence MWF across two weeks)
- Students- **Students are key**- If each class reaches 100% participation, they get a free recess
- Kid Mail
- Teacher & Room Parent Emails
- Bryant Weekly and PTSA Communication
- Physical Marketing Signs & Banner

# Annual Campaign Reminder & Opportunities

## **Reminders:**

- Marketing Blackout during Annual Campaign (exception for Boo Bash)
- Goal is 100% Participation from Bryant Community, not fundraising only;
- Company Matching continues to be critical component of our fundraising (18-20% of total)

## **Key Upcoming Marketing Opportunities:**

- Ice Cream Social 9/12- Do we want to highlight marketing?
- Curriculum Night- 10/9 (Especially for K Parents)
- Annual Campaign Launch Banners (10/13)



# Optional Donation CX

**OPTIONAL ADDITIONAL DONATION:** Not all families can give the recommended amount per student. If you have the means to make a bigger donation, please donate more below or update your donation amount above. Thank you for supporting all Bryant students!

Optional One Time Donation

\$50

\$100

\$200

\$250

\$300

\$400

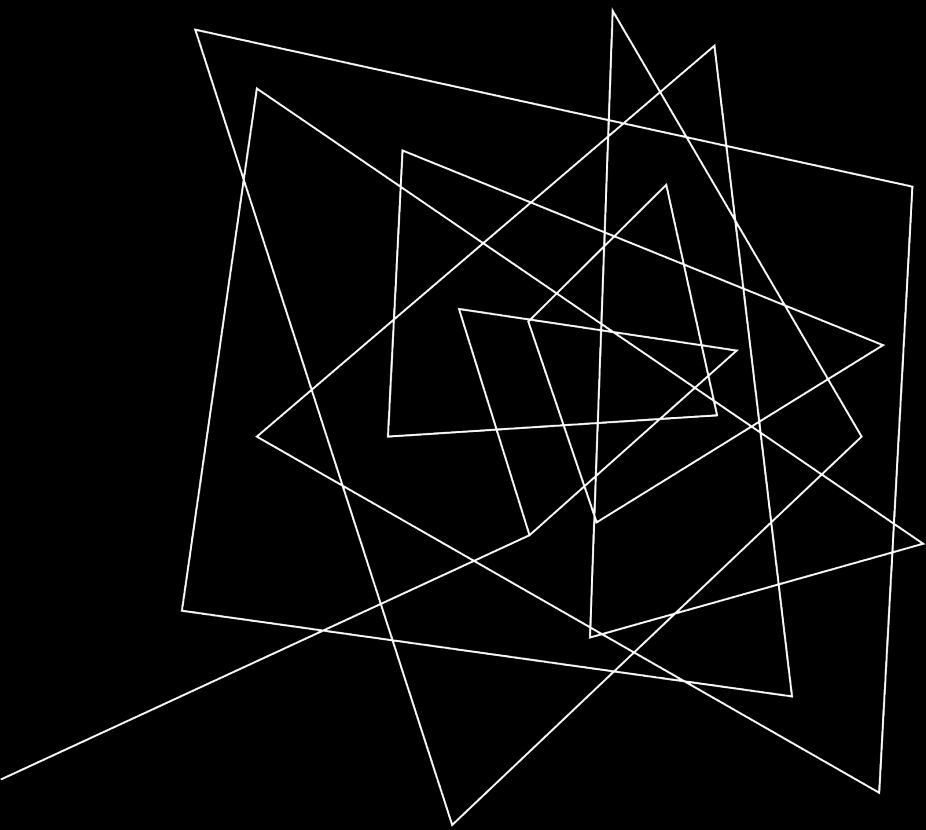
\$500

Other

Total

\$0.00

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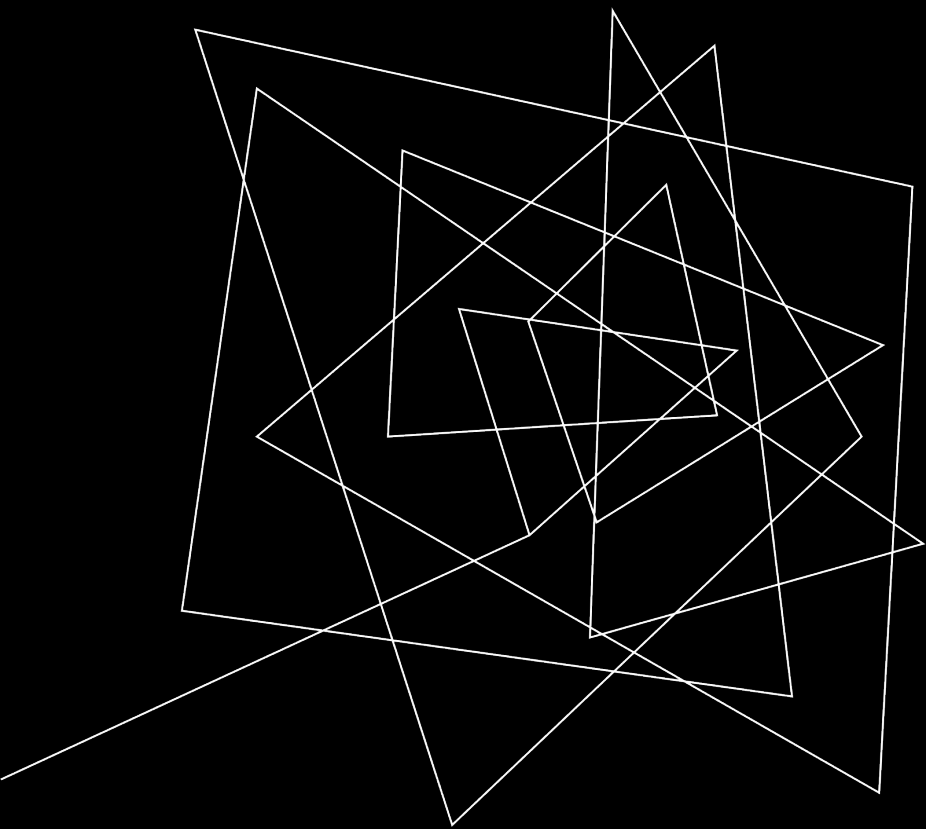


## **Additional Items**

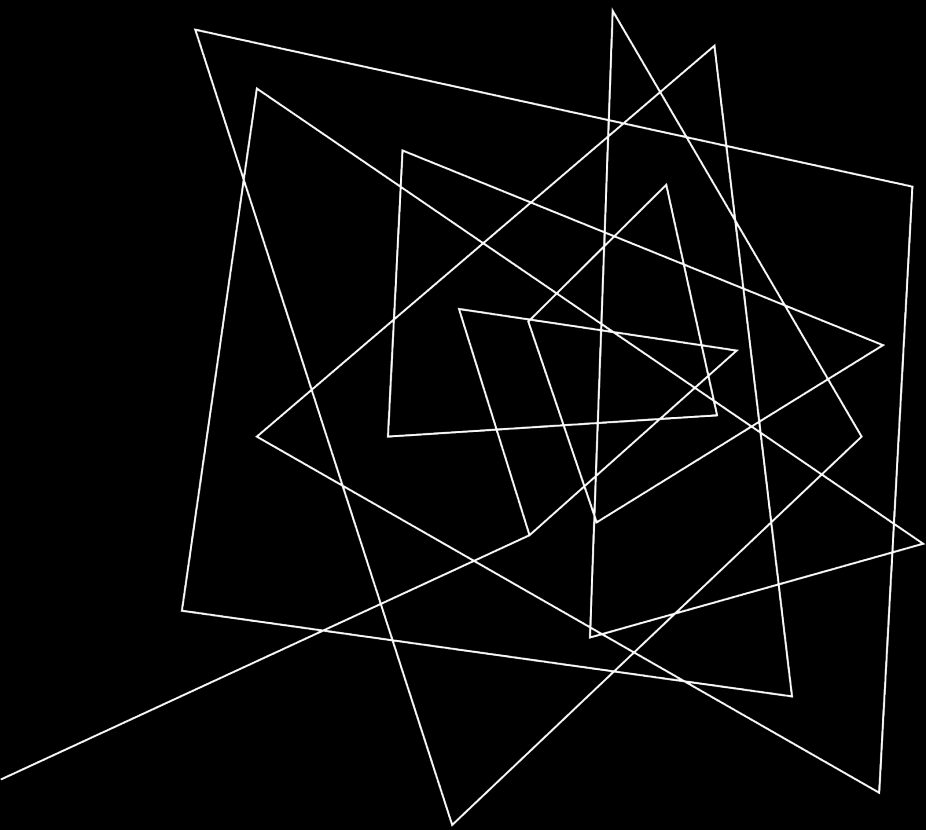
- **Google Workspace**
- **Open Board Positions**

# Google Workspace

- From Google Workspace you can access bryantschool.org email, Google Drive and Google Meet (to set up virtual meetings)
- Bryant PTSA Google Drive folder has role-specific subfolders for some roles. Also has general resources like Bryant Graphics, Reserving School Spaces Procedure, etc.
- **Reminders**
  - Log on to Workspace and poke around.
    - Email Secretaries if have access issues
  - Check your bryantschool.org email regularly or set up email forwarding
    - Go to Gmail Settings→Forwarding and POP/IMAP→Forwarding
  - Save documents/resources to Google Drive in your position folder
    - Create a position subfolder if one doesn't exist
  - Archive documents/resources in your Google Drive position folder that are out of date
    - Create an "Archive" subfolder if one doesn't exist



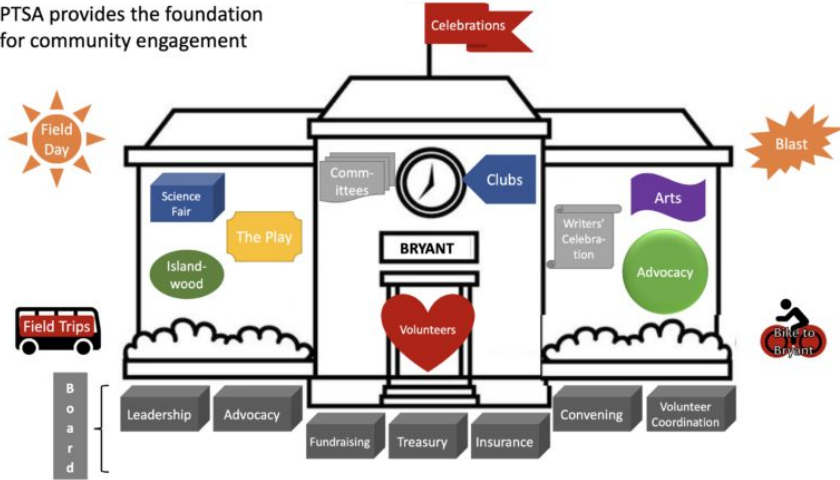
**Q&A**



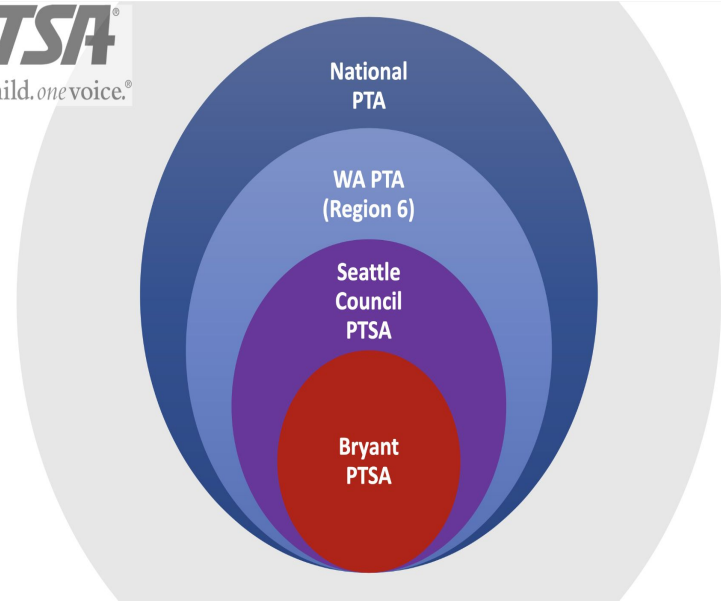
## **Appendix / Pre-Read**

# Role of Bryant PTSA

PTSA provides the foundation for community engagement



**PTSA**  
everychild.onevoice.®



# Bryant PTSA Mission:

**Unite our community to support the well-being of every student at Bryant**

## **Our PTSA works to**

- Cultivate an inclusive community and sense of belonging at Bryant
- Advocate for the well-being and education of all children in our community
- Eradicate the structural racism that marginalizes our black, indigenous and people of color communities
- Connect families with teachers, staff and administrators in support of our students' social, emotional, and academic development
- Enrich the learning environment through volunteerism and sustainable funding in alignment with PTSA membership priorities.

## **Our Goals**

- Each Bryant student is thriving academically, physically, socially and emotionally
- Every member of our Bryant community feels welcome and engaged in our school
- Our school has the support of our community to achieve its goals for continuous improvement



# Norms for Working Together

We agree to follow and uphold these practices:

- We represent the interests of our students and community.
- Speak up and share your opinion with respect.
- Assume best intentions.
- Be inclusive, welcoming and have fun.
- Board meetings are focused time for achieving clear decisions and next steps. Table issues needing more discussion.
- Keep your responses brief and focused.



# Board Member Expectations & Points of Contact

- Work of each chair position primarily outside of Board meeting. Board Meeting is to check/confirm/consult with The Board
- Attend all Bryant PTSA General meetings - Oct, March, June
- Co-Chairs 1 rep @ Board Business meetings (Nov/Dec/Jan/Feb/April/May) (i.e. alternate)
- Bryant PTSA communication with Building should flow through Presidents at Building Leadership Team Meetings and 1:1s with Principal Marshall

Points of Contact - i.e. thought partner, approver

- Presidents will send out an updated document to Board Members and Committee Chairs outlining assistance/approval flows.

# How To

## How to Plan an Event

- Make a plan with other leads/volunteers
- Check plan with Marika and Matt
- Marika and Matt will flag issues with Building, if needed
- Work with Operations Chair (Emily West-Foyle) to reserve space, if needed. It takes 2 weeks to have an event approved. See reserving space document in Drive
- Communications - Kid Mail, Room Parents, Weekly, Facebook
- Manage and track your budget
- Reach out to volunteer chairs for help finding volunteers
- Host an event!
- Document lessons learned to pass on for next year
- Send thank you to share out via the Weekly

## How to Get Reimbursed

- Get familiar with budget you own
- You are responsible for tracking your budget, ok to double check with Treasurers
- If you need to request additional funds, up to \$100 can be approved by PTSA Exec Board - additional request requires General meeting
- Submit reimbursement using form on PTSA website. Please submit reimbursement in a timely manner