

GOLDEN VALLEY CHARTER SCHOOL OF SACRAMENTO

Guidelines for Promoting your School Fundraiser

FINAL 8/5/2014

Please use the following guidelines when promoting your school/class fundraiser. This applies to all fundraisers excluding the Annual Giving Campaign, Festivals and merchandise sales. These are the steps to take once your Fundraiser is approved by the Fundraising Committee.

PLEASE NOTE: The people in the front office are the “first line” for any questions regarding fundraisers. Please notify them about ANY details that might impact them.

Promoting your event to our families:

- Fill out a Calendar Request Form and submit it to the School Secretary (at your child’s campus). This will ensure that your fundraiser will be listed on the Master Calendar and the school website.
- Bring flyers and signs to the Communications Coordinator (Michelle Guinan at the Palisades campus) for review and approval before posting around campus.
- Hand drawn flyers/signs with student art work are welcome.

Promoting your event in the Community News:

- Send an email message to the Communications Coordinator (Michelle Guinan at mguinan@gvcharter.org) at least *two weeks* in advance with all the details of your fundraiser so that it can be included in the school newsletter. The submission deadline for the newsletter is Monday for publication on Thursday of the same week.

Promoting your event to the local community:

- If you will be listing your (all-school) Fundraiser on Craigslist, social media websites or local community calendars, please use the following format:
 - **Name of event**
 - **Location**
 - **Date**
 - **Time(s)**
 - **Other details**
 - **“All proceeds go to benefit Golden Valley Charter School”**
 - **Note:** Do not use the phrase “sponsored by Golden Valley Charter School.”
 - **Note:** Do not use the school logo or link to the school website unless approved by Communications Coordinator.

Special Note:

- Do not use the school logo or the name Golden Valley Charter School on any promotional material without prior approval from the MPR Committee.

Contact

If you have questions about any of the above, please contact Michelle Guinan at mguinan@gvcharter.org.