

Partnering with a Purpose:

Building a Relationship Between the Education Foundation and Local PTA/PTO

TEFN Connect Webinar and Interactive Learning Series
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Suzi Pagel, CFRE
Midway ISD Education Foundation





Analyzing the Partnership SWOT

Strengths



- Strong organizations with statewide support
- Common beneficiary
- Dedicated volunteers

Weaknesses



- Perceived competition
- Declining numbers of Texas PTA members (523,000 in 2020 to 300,000 in 2021)
- Annual turnover in PTA/PTO

Opportunities



- Midway EF director has role as development officer for ISD
- Annual social event for PTA/PTO hosted by MEF
- PTA encouraged to donate to MEF if funds remain at EOY
- PTA position on EF board
- Positive distinction between the organizations



Opportunities



- Invite to EF Grant Awards Party
- Cross-promotion of events

Opportunities



Spirit of Midway

Official Underwriter
Allrec Awards, Inc.

Donors

Rudy's Country Store & BBQ
ShIPLEY Donuts
Hornet Signs

Special Thanks

Alison Smith, MHS Principal
Carolyn Wynn, MHS Principal Secretary

Midway ISD Education Foundation

Suzi Pagel, Executive Director
Lisa Lewis, President

MHSPTA

Stephanie Grosz, President

MHS PTA Spirit of Midway Committee

Heather White, MHS PTA Chair
Lisa Lewis, Education Foundation Chair



Co-Sponsor an event!



Threats



- PTA encourages their local units to award “mini-grants” with year-end funds
- Competition between organizations for funding
- Students as fundraisers
- Community donor fatigue

Q
&
A



MIDWAY
→ *ISD*
Education Foundation






Thank you for attending!

Suzi Pagel, CFRE
Midways ISD Education Foundation
suzi.pagel@midwayisd.org




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