

# Employee Giving Campaign



Building a Successful Staff Drive Program

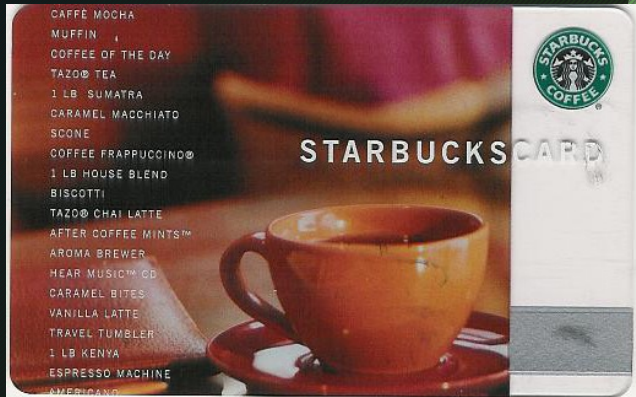
# Should We Ask Staff to Give?



# When to host a staff drive?



# Campus captain = Foundation ambassador



- Ask principal to recommend well-liked faculty member to be captain (preferably a grant winner)
- Host a Captain's Breakfast to train your Captains properly
- Provide prizes for them to use in a drawing for **ALL** participants
- Flyers and payroll deduction forms can be distributed
- Emails with links to online giving


# Payroll Deduction

# Paper Form

# or

# Google Survey Form

# HINT: Make ongoing until told otherwise

<p><b>Midway ISD Education Foundation</b></p> <p><b>2010 Staff Drive Pledge Form</b></p>  <p><b>August 16 to Sept. 3</b></p> <p><small>The Education Foundation is a 501(c)(3) non-profit organization dedicated to enhancing the quality of education for our students.</small></p>	<p><b>Name</b> _____ ( ) Classroom Teacher ( ) Other (Aide Admin., Trans., other support staff)</p> <p>Print (Last Name, First Name, MI) _____ Campus _____</p> <p><b>My donation will go to:</b> (Check only one) <input type="checkbox"/> Innovative Teaching Grants <input type="checkbox"/> Cornerstone Club (\$100 annually) <input type="checkbox"/> Teacher Scholarships</p> <p><small>Please contact the Foundation if you would prefer to give a family gift to be recognized in the Annual Drive instead of the Staff Drive.</small></p> <p>..... <b>\$ Total Amount Pledged</b> ..... <small>My spouse's employer will match my gift. Form _____ is not attached.</small></p> <p><b>Pay Now</b> (Payroll deduction also to next salary) Payment is attached as ( ) cash ( ) credit card ( ) check. Credit Card Type (circle one) Master Card VISA Card # : _____ Exp. Date _____</p> <p>..... <b>Midway Alumni</b> <small>As an alumni, I would like to support the Midway High School Alumni Committee.</small> <input type="checkbox"/> Individual Lifetime (asked at \$25.00 for 12 mos.) <input type="checkbox"/> Couple Lifetime Membership (asked at \$25 for 12 mos.)</p>	<p><b>Payroll Deduction ONLY</b></p> <p>Employee ID # _____</p> <p><b>Signature (Payroll deduction only)</b> <b>*I pledge a</b> <b>MONTHLY donation of</b> \$4 _____ \$5 _____ \$10 _____ \$20 _____ \$25 or Other \$ _____ to be deducted from my payroll check from <b>9/10 - 8/11</b> (12 months) <b>OR</b> <b>ONE TIME donation of \$ _____</b> in the month of ___ Oct. ___ Nov. ___ Dec. via payroll deduction.</p> <p><b>Ongoing Pledge Option:</b> Please continue to deduct this amount from my check each month until I indicate otherwise.</p> <p>..... Gifts of \$8.35 or more each month to grants qualify the donor for membership in the Cornerstone Club. <small>Upon termination of employment, I authorize any unpaid balance to be deducted from my final payroll check.</small> <b>Please return to your campus coordinator by 9/3/10.</b> Gold - Employee copy Pink - Campus Custodian copy Yellow - Foundation Office copy White - Business Office copy</p>
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# So, What Does HB 1682 Mean for the Ed. Foundation Staff Drive?

Don't be  
a bully!



Texas law prohibits a school district board of trustees or school district employee from directly or indirectly requiring or coercing any school district employee to:

- a. make a contribution to a charitable organization or in response to a fundraiser; or
- b. attend a meeting called for the purpose of soliciting charitable contributions.

1682 (2011) Says:  
What House Bill



# What the Attorney General Says It Means:

- The plain language of the statute does not prohibit ISDs from authorizing charitable organizations to solicit donations from employees.
- A school district may not “solicit donations at a meeting where employees’ attendance is compulsory...if the solicitation of charitable donations is a purpose – even if not the sole purpose– of the meeting.
  - However, donations may be solicited at meetings where attendance is voluntary
- Charitable donation solicitation materials may be distributed to all district employees as long as such distribution is in accordance with district policy for the distribution of such materials

**Tex. Atty. Gen. Op. GA-0949**

**(June 4, 2012)**



Can't require someone to attend a meeting for the purpose of recruiting funds for Foundation, United Way.

(Can't prevent from attending, either. )

**Mandatory  
Meetings**

So can you talk about  
it at all?





# Convocation





# Campus Meetings



Rule



What about  
email?

Shirts

**MIDWAY** LOVE  
**ISD** S  
*Education Foundation*  
**TEACHERS**





# MISD Education Foundation

Cornerstone  
Club 2010-2011

Cornerstone  
Club

- \$100 Annual Membership  
\$200 Annual Membership  
(ongoing)
- Door Signs





College Shirt  
Mondays



# CAMPUS SIGNAGE

**MIDWAY**  
**ISD**

*Education Foundation*  
presented

**3 Grants**  
totaling

**\$6,890 00**

to this campus during the  
2010-2011 School Year

Staff Support  
is a Year-  
Round  
Exercise



- Prizes in all Foundation emails
- Promote support
- Celebrate accomplishments

Staff Support  
Is a Year-  
Round  
Exercise

TEN  
*years of*  
foundation support

A  
MILLION  
*dollars in*  
classroom grants

Thanks to  
ONE  
*outstanding community*



# Campus of the Month

For Students through educational and enrichment opportunities provided through the Grants for Great Ideas Program awarding

“

\$49,325

to date funding 21 new programs at

Castleman Creek Elementary

For teachers through the

- ★ Jeanie Holdbrook Moss Teacher Scholarship
- ★ Treasure for Training program to pay for summer staff development opportunities
- ★ “Rookie Assistance” reimbursements to help stock first-time teachers’ classrooms

Bring it Closer to Home



# Campus percentages in 2022?

60% Staff Drive Participation

Total \$\$ raised \$68,960.37

Average gift \$104.49





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