



EEF's Parent and Schools Partnership Program

One of the primary aims of the Eugene Education Foundation is to assist schools and their parent organizations in fundraising efforts. We recognize that parent-led fundraising efforts are instrumental to the success of the 4J community and are excited to support their endeavors by providing the following services:

❖ **Training School Volunteers to Fundraise**

- EEF can share successful templates, resources, and practices from expert sources and other 4J schools. We are gathering best practices to compile into a manual for schools and parent groups to use.
- EEF is present at quarterly 4J Parent Leaders Network meetings and works with the group's leadership to provide fundraising information/training at meetings and in publications and emails throughout the year. EEF representatives are happy to organize informational presentations at the quarterly Parent Leaders Network meetings.

❖ **Serving as Fiscal Representative for School Fundraising**

As the foundation for 4J, EEF serves as the permanent, professional 501(c)(3) for the district and all 4J schools. This allows EEF to comprehensively enrich all students' learning experiences, while also supporting individual schools with their own fundraising without the burden of assuming nonprofit status. EEF's professional staff and board of community leaders and experts serve all of 4J each day, and work to forward a shared vision of better schools for students across the district. We are able to work with PTOs and schools on an individual basis to best support parent-led fundraising efforts. Our services include:

➤ **Hosting Web Pages for Online Giving**

- EEF maintains a paid membership with Network for Good (NFG), an online donation platform. One of the benefits of this membership is the ability to create individualized pages that will collect and track donations from each school's page. This online option often helps generate more money for jog-a-thons and other short-term fundraisers than solely collecting cash and checks.

➤ **Processing Cash and Checks**

- Rather than having parent volunteers or office staff count and process cash and checks received from fundraisers, EEF can provide that service. The EEF office has a check reader that allows for quickly depositing multiple checks on-site. An EEF representative can also meet parent volunteers at the bank when depositing cash. EEF has comprehensive internal controls and expert financial oversight.

➤ **Facilitating Direct Drive Campaigns**

- Drives can include one letter sent via the mail, or a combination of mail, auto dial phone calls, and/or emails. EEF can assist with Direct Drives by sharing examples of successful letters and providing editorial support, providing remittance envelopes, and processing, documenting, and depositing the donations once received.

Questions about EEF's Parent and Schools Partnership should be directed to Dana Fleming, Schools Liaison and Fundraising Manager, at 541.790.7744 or eef@4j.lane.edu.