



## Welcome to the 2019-2020 school year, FSK families!

My name is Emily LaTourrette, and I'll be your VP of Fundraising on the FSK PTA Board this year. My daughter Kyla will be a 1st grader this year, and our younger daughter will start Kindergarten next year. I'm excited to work with all of you, specifically to meet our goal for Fundraising this school year!

In the past few years -- both when we were touring schools and last year during our daughter's Kindergarten year -- I've heard many people refer to FSK as a "special" school." Indeed, FSK really is a special community of people: students, educators, staff, and parents. A big part of what makes the school special is the community and authentic engagement. It's my hope that while we are able to increase our overall Fundraising this year, we also become even more connected as a community. Any and all support for FSK is greatly appreciated and helps our students and educators/staff.

Last year we raised a little over \$100,000 - we exceeded our goal for the year! Thank you to everyone who made reaching this goal possible. The money we raised went toward STEAM classroom redesign, our Garden program (Education Outside partnership), technology updates (including new computers), classroom supplies, programs (such as Art in Action & Science Sacks), and events. **This year, our goal for Fundraising will be \$120,000**. In addition to continuing to support what we did last year, these additional funds will allow us to consider new priorities or programs, as well as build upon priorities and programs already in place. Let's meet or exceed this new goal!

There are many ways you can help us reach this Fundraising goal this year:

### Start of school year

- Become a member of the PTA
- Buy your FSK gear!!! (<https://myfsk.org/get-involved/pta/gear/>)

### 9/12 -- Back to School Night

- Another great time to join the PTA and buy FSK gear!

### 9/28 -- Fall Festival

- Support our school by attending this new event, volunteering, and buying tickets for activities!
- This event will bring us together as a community AND kick off our Direct Donation Campaign

### September through May -- Direct Donation Campaign

- Make your annual contribution to our general PTA fund! Stay tuned for more information. Make your donation early, or choose a monthly amount: <https://myfsk.org/get-involved/donate/>

### March, 2020 -- Annual Auction Gala

- This has been our single biggest source of Fundraising revenue along with our Direct Donation Campaign. Attend, mingle with fellow parents and educators/staff, and purchase fun items!

### Early May -- Educator Appreciation Week

- Consider making a final Direct Donation in honor of a staff member

In addition to donating and attending events this year, we'd love to build a **Fundraising Team** that will help optimize our fundraising opportunities, brainstorm ideas to improve/increase fundraising, and help volunteer with events & tasks related to fundraising. Please email me if you would like to be part of our team or have any questions. Thank you so much for your support!

Sincerely,

Emily LaTourrette

Email: [fundraisingvp@francisscottkeyschool.org](mailto:fundraisingvp@francisscottkeyschool.org)