



Puesta del Sol PTA 2018 Fall Survey

Survey Goals and Purpose

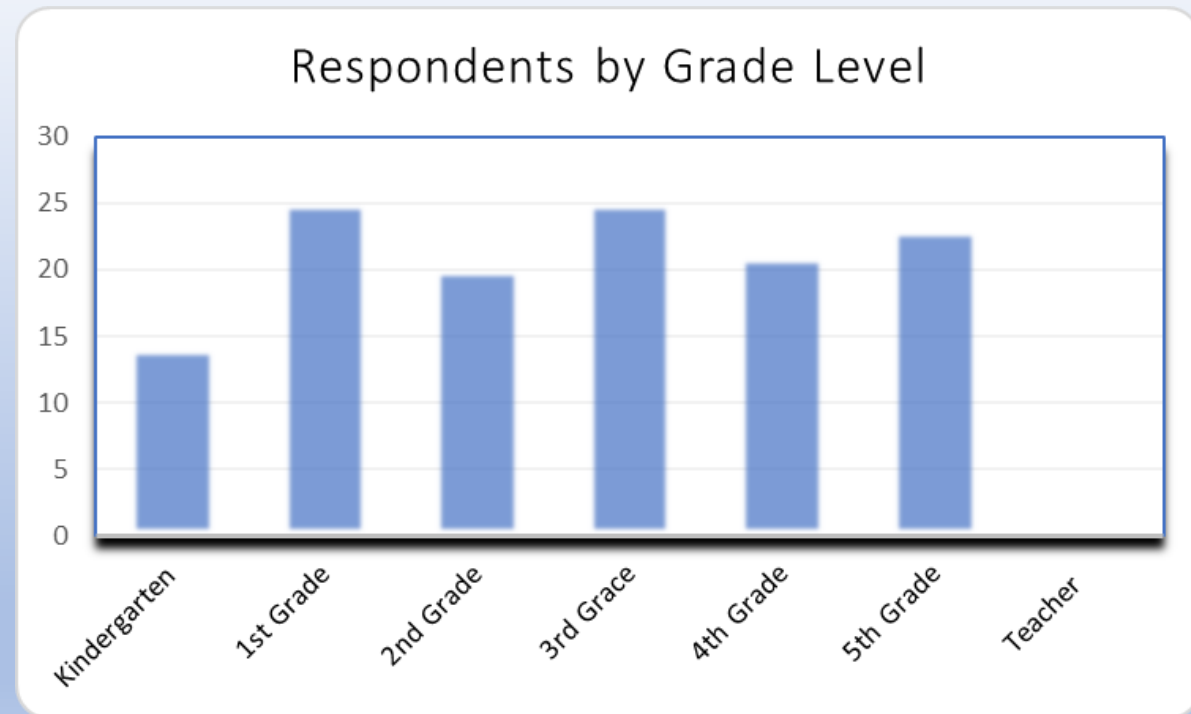
- Gather demographic and engagement data
- Obtain fundraising feedback and guidance for planning
- Understand PTA program importance to assist with budget planning for 2019-2020
- Learn how to best communicate with our membership and families going forward.



Demographics and Engagement

- 100 Respondents
- 93 Members
- 1 Not-yet a member
- 6 Non-members

- 1 Teacher



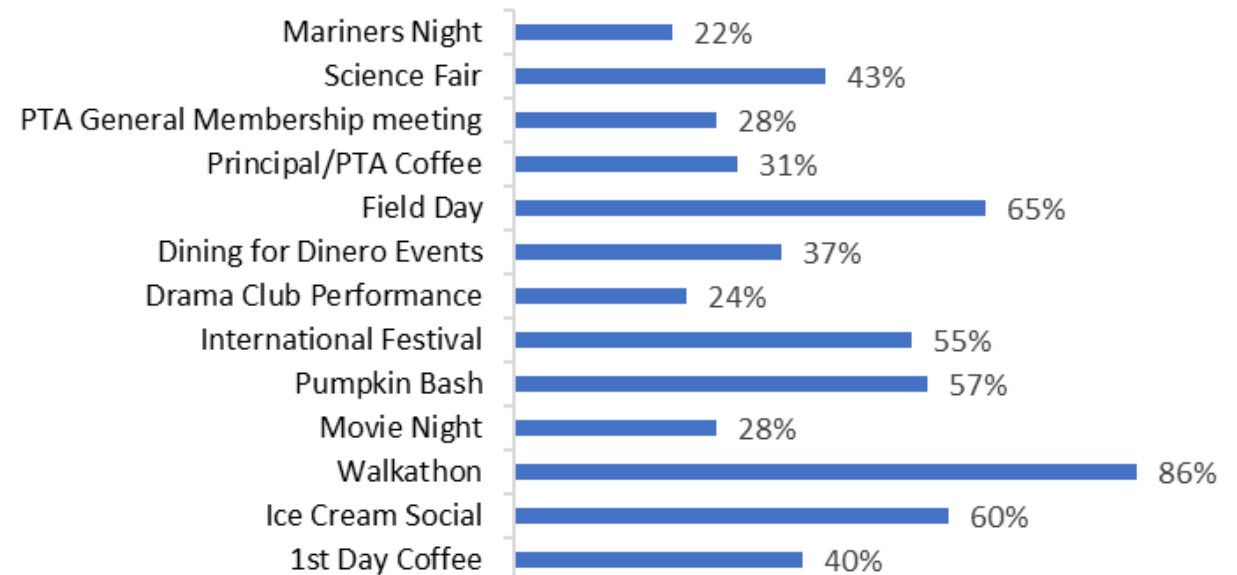


Event Attendance and Popularity

Top 5 most attended events

- Walkathon
- Field Day
- Ice Cream Social
- Pumpkin Bash
- International Festival

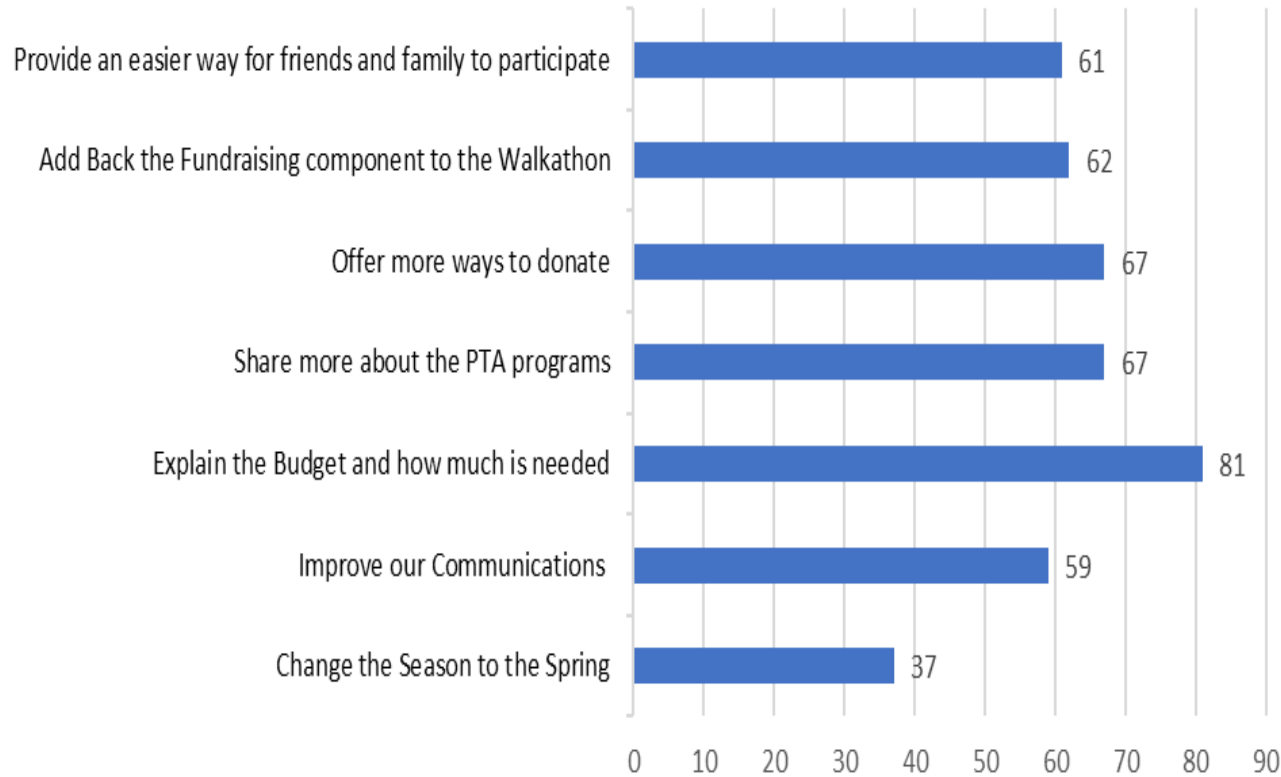
Event Attendance and Popularity





Fundraising (Big Give) Feedback

What Would Have Made the Most Impact for Success?



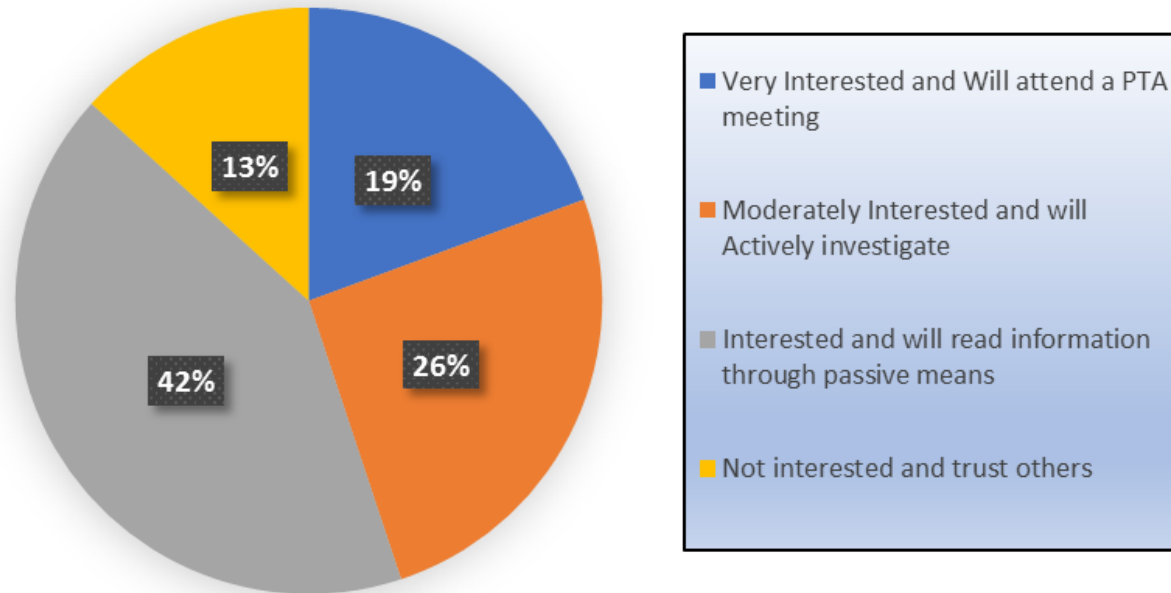
Top 3 things we could have done to make our Big Give fundraising Drive more successful:

- Explain the Budget better
- Share more about our PTA programs
- Offer more ways to donate



Interest Level in Attending a General Membership Meeting or Learning about the Budget

Interest Level for General Membership Meeting and Budget

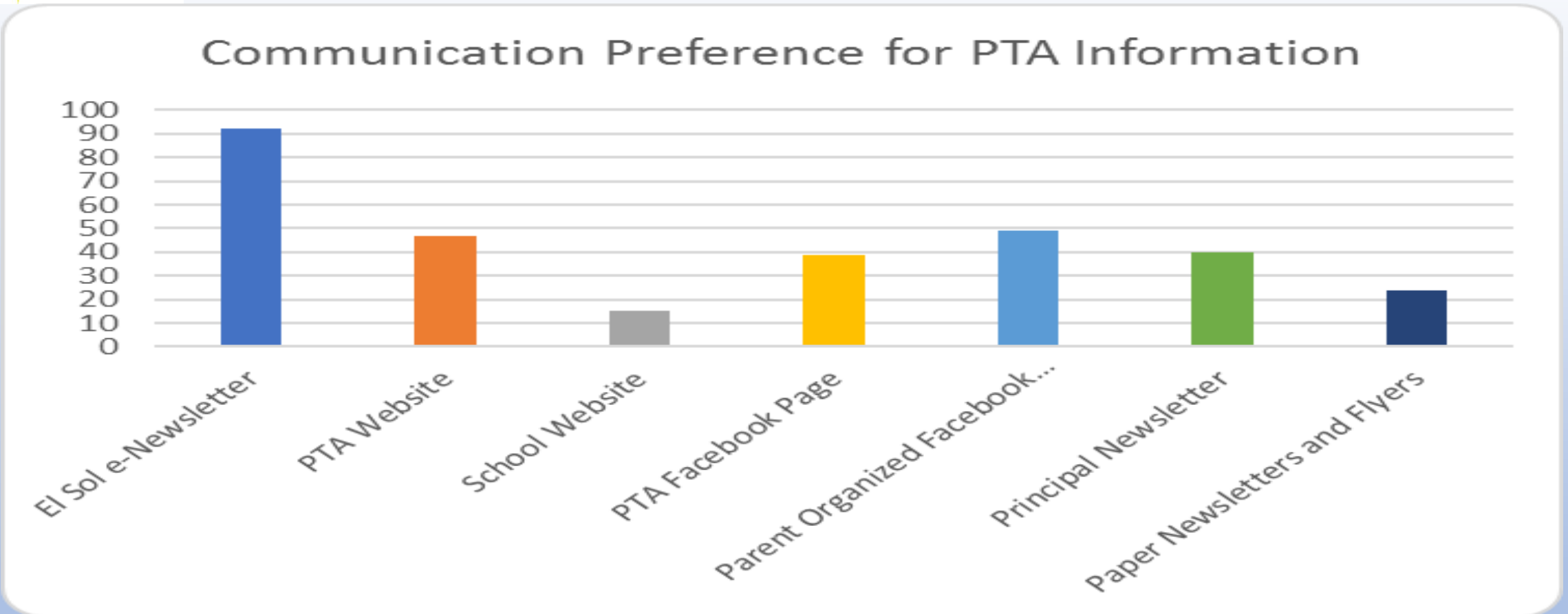


19 % of respondents are interested in attending a General Membership meeting

68 % of respondents are reliant on email, e-newsletter, kid-mail or website information.



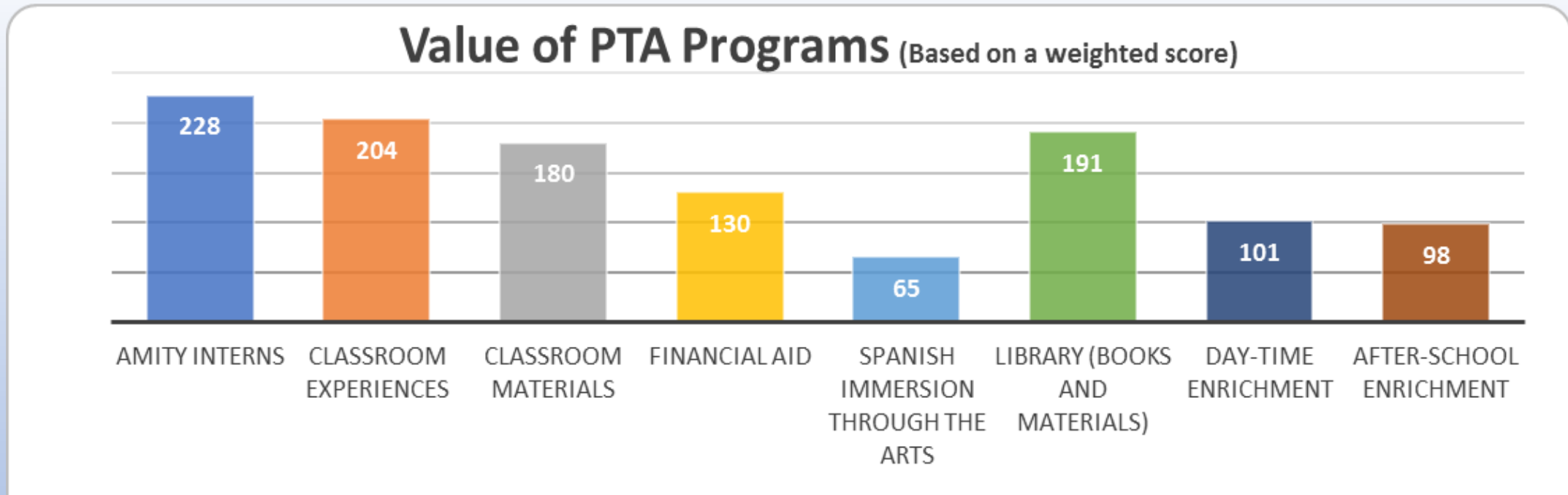
Communication Preference



92% of respondents prefer the El Sol for Communications



What are the PTA programs that you want?



Top 4 Valued Programs:

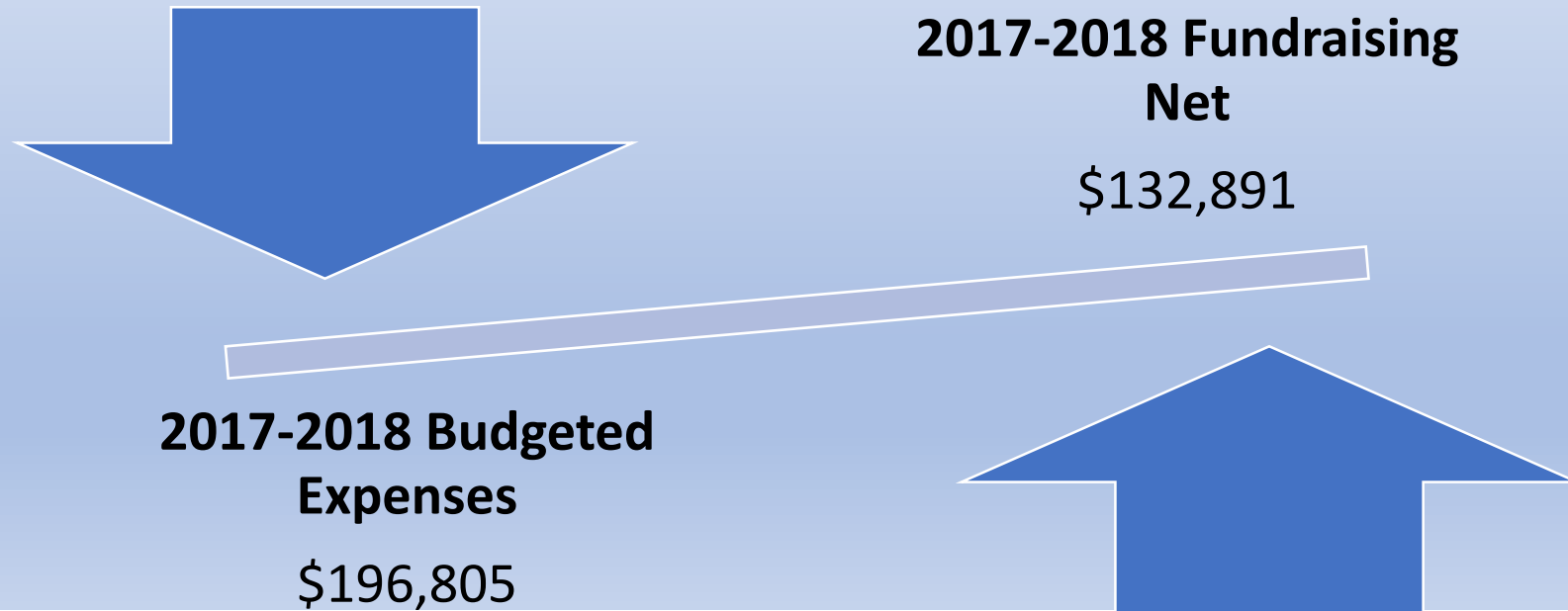
1. Amity Interns (Native Spanish-speaking teaching aides)
2. Classroom Experiences (on-campus and off-campus “field trips”)
3. and 4. Funding Books and Materials for both Library and Individual Classrooms



Did you know?

74% of respondents did not know that our 2018 Auction did not raise enough money to fund ONE YEAR of operating budget.

Here are the Numbers from 2017-2018





Questions to ponder for budget planning

Top 4 Programs You Value:

- Amity Interns
- Classroom Experiences (on-campus and off-campus “field trips”)
- Library Funding
- Teacher Support and Classroom Materials

Top 3 Programs with Highest Expenses :

- Amity Interns - \$51,400
- Classroom Experiences (on-campus and off-campus “field trips”) – \$23,650
- Teacher Support and Classroom Materials - \$21,200

Would you like to be a part of the discussion or have a greater impact into the budget planning for 2019-20? Contact us at President@puestadelsolpta.org



What's next?

Communication Plans

El Sol Newsletter

- Maintain as main source of communications

Facebook

- Recruit Social Media Chair

Website

- Registrar and support volunteers

Fundraising Plans

Keep the Big Give and Improve messaging about Budget and Programs

Recruit for Chairpersons to lead an additional Spring Fundraiser in 2020

Improve Passive Fundraising Methods

Budget Plans

Budget Committee Meets monthly

Consider Budget Cuts for 2019-2020