**Fundraising and Parent Engagement**

**Fundraising**

It is important to do the following:

1. Find a Fundraising Champion, and have subsequent champions amongst the parents in each section.
2. Pick 2-3 fundraisers to go all-in on like:
   1. Apple Day
   2. Scout Popcorn
   3. Something else
3. Pick dates for the fundraisers at the end of the outgoing year, or at the latest, the first Group Committee meeting of the year, and ensure that this is built into the program. This would mean using a program night to do a Popcorn Drive, or having the youth prepare materials for the Apple Day during a meeting.
4. Send an email to parents as soon as possible about the upcoming fundraisers, and incorporate the expectation for participation at the first Parent Engagement meeting.
5. Have the sections submit their budgets either at the end of the outgoing year, or at the beginning of the incoming year, with the understanding that needs could change based on what the youth would like to do.
6. Create goals for each family to achieve in fundraising.
7. Use technology to get parents signed up to fundraising activities like Sign-up Genius. This allows events to be created with time slots for families to enter their names, and a link to be sent to the families.
8. Excite the youth about their program so they are keen to fundraise and can talk about what the donations will go toward.
9. Have a reward system that rewards the youth for their contributions, ie: half of net Popcorn Fundraiser proceeds go towards the youth who participated to fund their camps/events or buy things, Scout Shop, or pay for next year’s registration.
10. Give rewards as soon as possible to the youth as the Popcorn Campaign progresses. In this case, there will be pins to give every week to youth who get donations.
11. Use incentives that don’t cost much, like Pie in The Face for top fundraisers, or a bucket of dollar-store goodies for kids to pick from if they participate.
12. Don’t forget about the Community Gaming Grants. If you ask for more money than the previous year, you will need to fill out the long form, but it’s worth it. Ask for Respect in Sport course funding as well.

**Parent Engagement**

The group’s culture means everything when it comes to making families feel part of the team. Find ways to involve every family.

Try these ideas:

1. Host a Parent Orientation Event/Night that takes place while the youth are in program. Here are some suggestions for the event: <http://www.scouts.ca/sites/default/files/Parent_Engagement-Welcome-and-Orientation-Evening-for-Scouting-Parents.pdf>
   * Offer a list if tasks that need to get done and give everyone a sticky note with their last name on it
   * Show them where the resources are for the program, ie: <http://www.scoutinglife.ca/canadianpath/cub-scouts/pack-parents/>
2. Have a Scouter that greets families at the door. This is a great time to share how well their child is doing or highlight what they have accomplished, as well as to get to know the families and learn about what they could offer
3. Have parents rotate through as nightly helpers. They could do very simply things like help with crafts or be an extra set of eyes on a hike, but they will see how much fun being involved is.
4. Have a night where all parents are welcome to see the youth’s accomplishments. This might be a Badge Night where the youth get their badges and demonstrate new skills, and/or do nice things for the families (make a cake in a reflector-oven in time for pick-up time at the end of a camp).
5. Have a Facebook page for parents to see photos and get information. Ask a parent to come and take photos.
6. Send out a monthly newsletter (it should be short and concise), as well as a yearly letter to outline the year’s intentions and get people excited. Try this calendar for parents to print and post: <http://www.scouts.ca/sites/default/files/Year%20at%20a%20glance%20Calendar_0.pdf>
7. Invite people to become Parent Helpers throughout the year and then offer them Scouting roles once they have some time in.
8. Thank involved parents at the year-end event.