

Douglas County Educational Foundation and DCSD Community Events

The DCEF provides family-friendly, affordable entertainment to DCSD families, employees and community members through its partnerships with professional sports teams and Metro Denver area attractions and events, including:

- Kroenke Sports and Entertainment (KSE): Colorado Avalanche, Colorado Mammoth, Colorado Rapids, and Denver Nuggets
- Colorado Rockies
- Elitch Gardens
- National Western Stock Show and Rodeo
- United States Air Force Academy
- Parker Days
- Outlaws
- Cutthroats

DCEF maintains partnerships and marketing, sales and accounting functions for schools to participate in these fundraising events. Funds raised through community events are directly transferred to DCSD schools and DCEF Chapters. Each school has a designated community event contact or Ambassador responsible for the promotion of the event within their school. In 2014, 86 schools participated in this program, selling 13,369 tickets and raising more than \$37,500 for DCSD schools. The DCEF is always soliciting new partners for the Community Event Program.

Funds

- Generally, the funds from community event activities have been directed to each principal's discretionary fund or to a DCEF Chapter account.
- Principals may instruct the school's Community Event Ambassador to direct the funds to the account of their choice.
- Schools/Chapters will be issued a check from the DCEF after funds have been received.
- Typically, each school can raise between \$2 to \$4 per ticket sold, depending on the agreement with the partner.
- Other DCEF partners have modeled their fundraising programs on the Community Event Partner Program. The DCEF continues to bring new options for school fundraising to administrators.
- Kroenke Sports typically offers incentives for the schools with the most tickets sold. These incentives may include ice/court/field time, fan tunnels, half-time presentations, autographed items, tickets, suites, athlete and/or mascot appearances.



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Program Promotion

- Each school has a designated community event contact or Ambassador.
- The Community Event Ambassador is responsible for the promotion/communication of the event via Infinite Campus, signage, and flyer distribution at their site.
- Community Event Ambassadors may also be asked to assist the DCEF in providing school representation at the event, if necessary.
- Depending on the partner and the venue, flyers are sent directly to the school for Thursday folders and/or school-wide distribution.* Flyer amounts are determined by the DCEF according to school population numbers, with a few extras to post around school. (*Some schools request electronic flyers only.)
- Middle and high schools receive a limited number of flyers, if any. An electronic copy of the promotional material is sent to the Community Event Ambassador for inclusion on the school's website and to post around school.
- The DCEF and some of its partners created "yard signs" to promote community events throughout the district. This method has been proven to be effective for many events, especially at the secondary level.
- Signage is designed to be put out during the promo period, and then stored until future use the next school year.

Ideas to Increase Community Event Participation

- Get your PTO/Booster Clubs/Student Government/Student Clubs involved with community event promotion. These groups are your most enthusiastic fundraisers. Explain the rewards.
- Make the community events your own school community spirit building activities. Encourage parents and students to show their school pride: make signs for the games (you may be televised), wear your spirit wear, recognize your parents and teachers.
- Utilize Infinite Campus messages, school website links, social media postings, school announcements, newsletters, teacher emails.
- Set up school-wide competitions: What class has the most participants at an event?
- Use your imagination! We would love to hear from you and your school about what works best. If you have an idea or have done something that has increased participation and raised money for your school, let us know.

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