

Page 1: The Ultimate Year-Round PTA Fundraising Calendar

At SchoolFundraising4Kids, we understand that timing is everything when it comes to successful school fundraisers. Our comprehensive PTA and PTO fundraising calendar is designed specifically for Florida schools and schools across the United States, ensuring you can plan events in a way that maximizes participation and profitability. Whether you are running a Lil Shoppers Holiday Shoppe, our nationally #1-rated school holiday shop fundraiser, or hosting a Color-A-Thon event, our calendar guides you step-by-step. By aligning your fundraisers with the school year rhythm—Fall (September–November), Winter (December), and Spring (February–May)—you can ensure each event is perfectly timed for maximum engagement. For example, fall is ideal for our Winter Wonderland catalog fundraiser, offering seasonal gifts and high-profit items. Winter is perfect for holiday-themed fundraising like Lil Shoppers Holiday Shoppe. Spring is perfect for outdoor, high-energy events like our Color-A-Thon and Mother’s Day Boutique. We also integrate proven strategies, such as pre-event marketing through your PTA newsletters, social media, and flyers. Each season, you can tap into our expertise for product selection, volunteer training, and prize incentives to boost sales. The result? Higher participation rates, more satisfied families, and more funding for your school programs.

Page 2: Fall Fundraising – September Through November

Fall is one of the most profitable seasons for PTA and PTO fundraisers because families are settling into the school year and are highly engaged with school activities. At SchoolFundraising4Kids, we help schools plan and execute Fall fundraisers that deliver maximum results. Our most popular fall option is the Winter Wonderland Fall Catalog Fundraiser—perfect for holiday shopping and unique gift items. During these months, schools can also start early promotions for the Lil Shoppers Holiday Shoppe, giving parents a reason to plan ahead and set aside spending money for their children's holiday shopping. Additionally, fall is the perfect time for catalog fundraisers that feature seasonal décor, home goods, and gourmet treats. We advise schools to hold kickoff assemblies in late September or early October, giving enough time for sales before Thanksgiving. To increase participation, we recommend pairing fundraisers with school events like Fall Festivals, PTA meetings, or Family Nights. This creates a social environment that encourages more sales. By working with SchoolFundraising4Kids, you get access to professional marketing materials, volunteer recruitment tips, and product catalogs that have been proven to raise more money per student than national averages.

Page 3: Winter Fundraising – December

Winter fundraising focuses on holiday excitement and gift-giving. December is the peak season for our Lil Shoppers Holiday Shoppe—America's #1-rated school holiday shop fundraiser. At SchoolFundraising4Kids, we help PTAs and PTOs set up an in-school holiday shop where students can buy affordable, high-quality gifts for their family members. This not only raises money for your school but also teaches students about budgeting and decision-making. To maximize results, we recommend schools begin volunteer sign-ups in November, ensuring plenty of staffing for the shop. Our Winter Wonderland Catalog Fundraiser can also be promoted in early December for last-minute holiday sales. By offering a wide variety of products, from personalized items to gourmet treats, schools can appeal to every parent and grandparent in the community. Marketing is critical during this short, high-revenue period. Schools working with us receive ready-to-use flyers, email templates, and social media posts. Combined with prize incentives for top-selling classrooms, this approach drives both excitement and participation.

Page 4: Spring Fundraising – February Through May

Spring is an excellent time for outdoor and high-energy fundraisers. At SchoolFundraising4Kids, we recommend starting with the Color-A-Thon, an energetic fun run with color powder blasts that excite students and encourage donations from friends and family. This event is ideal for building school spirit while raising thousands of dollars in a single day. Other top spring options include the Mother's Day Boutique, which allows students to purchase meaningful gifts for their moms, and our Spring Catalog Fundraiser, featuring fresh seasonal products. PTAs and PTOs can also use spring to host events like Poppin Popcorn fundraisers or Wooden Roses sales for Valentine's Day. To maximize attendance and sales, we advise schools to schedule events before state testing periods and to combine them with school picnics, field days, or family nights. Our expert team provides detailed fundraising guides, promotional graphics, and volunteer management tips to make every spring event successful.

Page 5: Why Choose SchoolFundraising4Kids for Your PTA or PTO Fundraisers

When it comes to school fundraising, no other company matches the variety, quality, and support that SchoolFundraising4Kids provides. From our Lil Shoppers Holiday Shoppe to our Color-A-Thon, Winter Wonderland catalogs, Poppin Popcorn, Wooden Roses, and seasonal boutiques, we offer more high-profit, high-participation options than any other school fundraising company in Florida or the U.S. Our team consists of former teachers, PTA/PTO presidents, and fundraising experts who know what works. We offer free consultations, marketing materials, and volunteer training to ensure your fundraiser runs smoothly. Our programs are designed to maximize profit margins while keeping products affordable for families. Schools that work with us consistently report higher sales, stronger community involvement, and increased volunteer participation. Whether you are in Florida or anywhere in the country, partnering with SchoolFundraising4Kids means working with a company that truly cares about helping your school succeed year-round.