

# **How to Get More Volunteers for Your School Fundraiser**

## **Why Volunteer Recruitment Is Critical**

Volunteers are the foundation of every successful PTA or PTO school fundraiser. Without enough help, even the most exciting events can fall short. Whether it's our Lil Shopper's Holiday Shoppe, Winter Wonderland catalog fundraiser, or a Colorathon fun run, participation drives profit. But with limited free time and rising burnout, finding committed volunteers can be tough. That's where SchoolFundraising4Kids steps in. We provide simple, proven fundraising programs with everything schools need to succeed, including step-by-step guides, volunteer tools, and promotional materials. Building a strong volunteer base ensures your fundraising efforts are not only profitable but also stress-free. Every successful fundraising campaign starts with a committed team of helpers. From setting up tables to managing reorders, every role makes a difference. Let your volunteers know their impact is vital.

## **Start Early and Cast a Wide Net**

Begin volunteer outreach at the very start of the school year. At events like Open House, Back-to-School Night, Kindergarten Roundup, and Curriculum Night, set up a fundraising information table. Share details about upcoming events and how volunteers can make a difference. Collect names and interests using Google Forms or printed sign-up sheets. Consider reaching out personally via email or text. Also, promote your volunteer needs on social media pages, school newsletters, and group chats. The earlier you start, the more time people have to plan their involvement. Leverage school apps and PTA Facebook groups to promote roles that need filling. A detailed calendar with fundraising dates helps volunteers see where they can plug in. Build excitement through countdowns and email reminders, and use every opportunity to highlight the benefits of volunteering for their children and the school.

## **Make It Easy and Fun to Volunteer**

Volunteering should feel rewarding—not like a chore. Make it easy for parents to say 'yes' by clearly explaining expectations, providing flexible shifts, and offering full instructions. At SchoolFundraising4Kids, we give you volunteer guides, setup checklists, supply suggestions, and event timelines. Want to increase excitement? Add music, offer free coffee, provide name tags, and encourage group participation. Let volunteers bring friends, or work in pairs. Highlight volunteers on your PTA's social media and celebrate their efforts. Add volunteer appreciation raffles and giveaways for those who help out. Give first-time volunteers bite-sized roles so they don't feel overwhelmed. Be available to answer questions and show how easy the job is. When you make it fun, more people will return to help again and again—consistency builds community and continuity within your PTA or PTO.

## **Tap Into Hidden Volunteer Networks**

Don't limit your search to just current PTA members. Ask teachers to recommend parents who are reliable. Connect with local high schools, colleges, and community groups that need service hours. In Florida, many Bright Futures students look for approved volunteer opportunities. Grandparents and retired educators also love helping out and often have more availability. Reach out to your local faith communities and small businesses—some will even allow employees to volunteer during work hours as part of a community outreach initiative. Share your volunteer opportunities with church bulletins, community bulletin boards, or neighborhood Facebook groups. Cross-collaborate with other schools in your district for bigger events. Some PTAs have even created “volunteer pools” across multiple schools to lend a hand when needed. Creative outreach expands your possibilities and strengthens your school's support network.

## **How SchoolFundraising4Kids Makes It All Easier**

At SchoolFundraising4Kids, we know how hard PTA officers work. That's why every one of our fundraising programs comes with built-in support that lightens your volunteer load. Our Lil Shopper's Holiday Shoppe requires no upfront cost, includes pre-organized inventory, and even offers overnight reorders. Our Winter Wonderland catalog fundraiser features ship-to-home options that eliminate distribution stress. For active communities, our Colorathon includes setup kits, prize packages, and full event guidance. Our newest programs—like the Mother's Day Boutique, Wooden Roses fundraiser, and Mrs. Fields Cookie Dough—offer flexible timelines and custom support, ensuring that you never feel overwhelmed. Whether you're a new PTA leader or an experienced board member, our goal is to make fundraising simple, effective, and stress-free. With SchoolFundraising4Kids, schools raise more money with fewer headaches and more fun along the way.