

Case Study: A Successful School Fundraiser for Picture Day

Introduction

In the fall of 2023, a Long Island elementary school embarked on a creative and effective fundraising initiative centered around Picture Day. The goal was not only to capture memorable moments for students and parents, but also to leverage the occasion as an opportunity to raise funds for various student activities. This case study explores the objectives, approach, and results of this fundraising effort.

Background

The K-5 elementary school with a diverse population had a PTA that wanted to provide students with educational enhancements and opportunities. This included beloved traditions like field trips, after school activities, and family events.

However, they faced financial constraints that limited these activities. The PTA recognized the need for additional funds and wanted to involve the school community in a fundraiser that would contribute financially while engaging students and parents.

Fresh, Fun
Fundraising!



Best-in-Class Solutions

Although the PTA had always had an annual Picture Day fundraiser, it was not successful. The previous photographer produced mediocre portraits and didn't offer online ordering or custom products. This resulted in low sales, low participation, and a lot of work. The PTA was just not generating enough funds to meet the needs of its students.

For over 75 years, Irvin Simon Photographers has been dedicated to supporting school communities of all kinds. Recognizing the importance of student education and activities, we sought to make a positive impact by partnering with the school community by providing a best-in-class Picture Day fundraising solution.

Objectives

- To provide robust fundraising tools to support the PTA's financial goals
- To deliver effective communication to parents about Picture Day to increase sales and participation
- To strengthen community ties, leaving a lasting impact on the school's students and their families



Approach

- **Strategic Integration:**

We seamlessly integrated the fundraising process into an exceptional Picture Day experience. This included working closely with stakeholders to ensure a smooth collaboration, resulting in maximizing fundraising while having a successful Picture Day. We also provided a dedicated Picture Day Coordinator to work with the school from start to finish.

- **Marketing and Clear Communication:**

Transparent and consistent communication was paramount. We developed clear, accessible promotional resources such as online marketing materials, pre-Picture Day emails that served as a countdown to Picture Day, digital imagery for the school's social media channels, and full-color posters to get students and parents excited about Picture Day. These methods increased awareness, participation, and ultimately the amount of fundraising for the school.

- **Creative Incentives:**

To encourage participation, we introduced creative incentives such as flexible pricing, portrait discounts, and exclusive packages including custom gifts like mugs, holiday ornaments, and water bottles. We also provided year-round marketing efforts, such as Mother's Day and Father's Day promotions, along with printed flyers for every student to take home to help increase revenue.

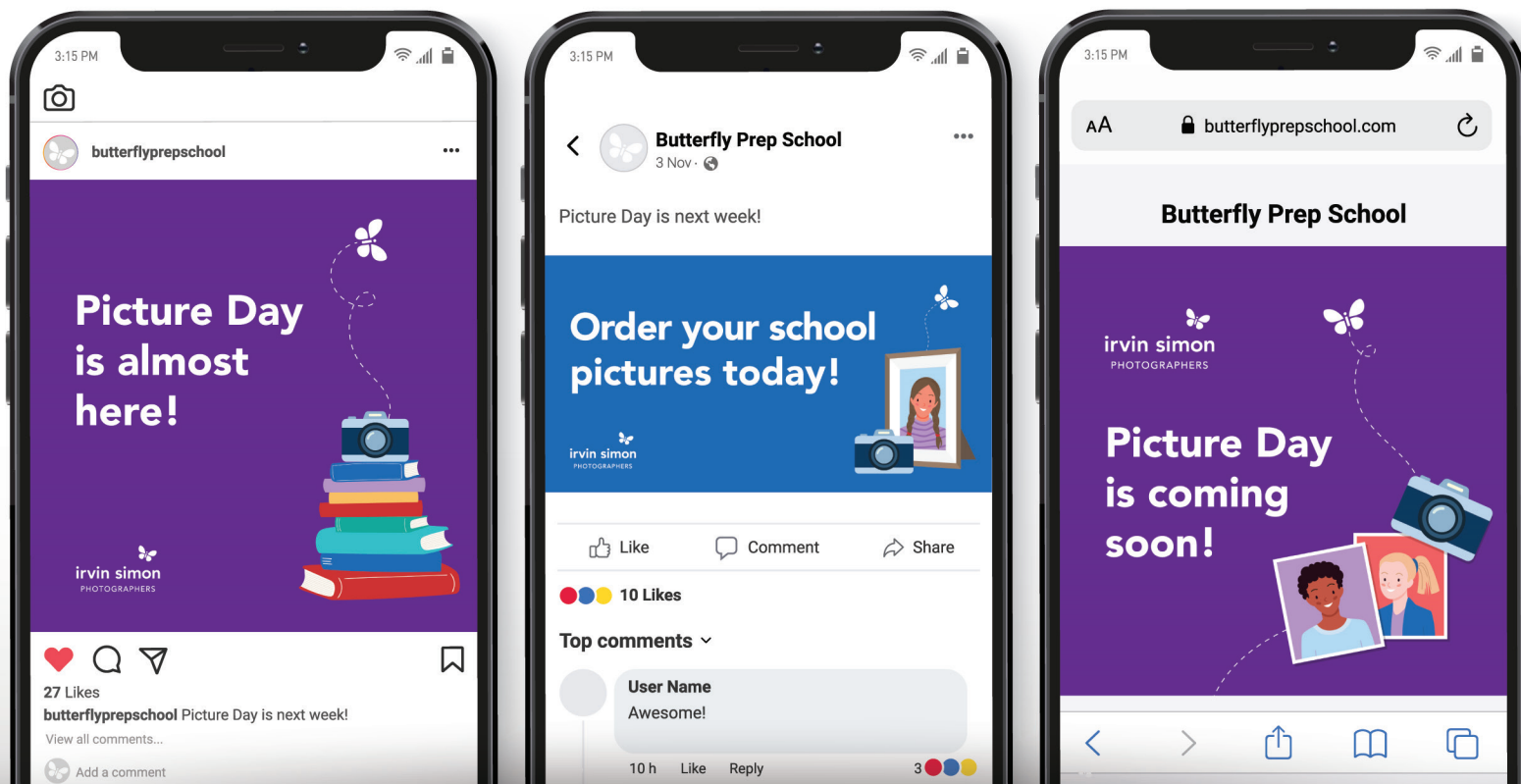
These incentives motivated parents to buy while adding an element of excitement to the fundraising effort. Each and every sale from the school's online store contributed to the fundraiser, and all purchases were conveniently shipped directly to the students' homes.



Results

The fundraiser exceeded expectations in terms of both participation and funds raised. The PTA was able to leverage our suite of marketing tools, resources, and one-on-one support resulting in a **27% increase in fundraising for the school**. The school found that the high-quality portraits and better promotional materials was the solution they needed.

The success of the fundraiser provided financial support for after-school activities and PTA events, and strengthened the school's sense of community. In conclusion, by partnering with Irvin Simon, the PTA accomplished their mission of supporting their school's educational needs.



Interested in learning how we can provide fundraising solutions for your school?
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