

## PTSA Fundraising Survey Results:

# 75% of South Lake families prefer Direct Donation to the Magazine Drive and See's Candy Sale

In March, the PTSA conducted a survey that asked parents to express their preference about fundraising methods at South Lake. Over 100 survey responses were returned and nearly every form included helpful written comments. Thank you, parents, for the wonderful participation and feedback!

75% of those responding said that they prefer to fundraise through a Direct Donation Drive, rather than the Magazine Drive and See's Candy Sale that have been done in the past. The reasons most frequently mentioned for preferring Direct Donation were:

- 100% of my donation will go to South Lake.
- Direct Donation is simpler, easier and less hassle for everyone involved.
- My family is very busy and it takes a lot of time to ask for orders, collect money, and deliver product.
- I dislike constantly asking my family, friends and neighbors to buy products.
- I prefer to simply write a check.

After carefully considering the feedback, your PTSA has decided to run only two fundraisers next year:

1. The Direct Donation Drive in the fall, and
2. The Mile Challenge in the spring

This strategy will enable the PTSA to continue funding important programs and services while minimizing the fundraising burden on our busy families.

You can expect to receive your Direct Donation package in the mail around mid-September. The cover letter will suggest a donation amount, but families are encouraged to participate by donating any amount that they see fit. Donations of *every size* are needed and valued.

Thank you for your support, and your commitment to the students of South Lake Middle School !

