

BDCHS Phoenix Fund Rising 2017

YOUR GUIDE TO THE ANNUAL DONATION DRIVE

Campaign Period – September 5 – October 20, 2017

\$40,000

BDCHS
SCHOOLWIDE
GOAL

BDCHS FAMILY
FUNDRAISING GOAL

\$200

Dear Phoenix Families and Friends,

Brooks DeBartolo Collegiate High School kicks off our 2nd annual “Phoenix Fund Rising” Donation Drive September 5th to October 20th. This is our school’s MOST IMPORTANT fundraiser!! It is through these efforts that BDCHS is able to sustain our mission to be a model collegiate school offering a quality educational experience with broad and rigorous educational programs, equipping our students for academic achievement and post-secondary success. Monies raised through this campaign will help grow our annual fund which directly supports school wide needs that are not included in the operational budget; this includes and is not limited to instructional tools and resources, equipment for classrooms, athletics, the performing arts, technology needs and upgrades, and club/extracurricular support.

We invite each student and their family to collect *at least* \$200 in donations over a four week period. Our schoolwide goal is \$40,000; however, based on our number of students/families, we have the “potential” to raise between \$110,000 - \$130,000!! We can do amazing things for our students through these efforts.

There are several ways to raise these funds; each family can choose what works best for them:

- 1) *The family collects contributions from various family members, friends, coworkers, neighbors, etc. totaling \$200 or greater. (20 people X \$10 = \$200)*
- 2) *Families collect contributions from their employers or their own business totaling \$200 or greater (Please note: some employers will match a gift made by an employee; see our matching gifts list on our website).*
- 3) *The family makes a \$200 or greater contribution on behalf of their family.*
- 4) *Use a combination of any of the options above to collect a total of \$200 or greater.*

There’s a NEW and EXCITING addition to this year’s campaign – we have a Phoenix Fund Rising webpage where you can find information regarding the campaign, make general donations, and where BDCHS families, faculty/staff, Board, and others can register to create their own donation page!! This makes fundraising and donating easier and quicker!! To go to our school’s page, type the following in your browser - <https://bdchs.donorpages.com/PhoenixFundRising2017/>. The link will also be made available, along with all other Phoenix Fund Rising information, on the school’s website (www.bdchs.org), Edsby, and BDCHS social media sites. From the homepage you can register your family, create your own page (some items have already been set up for you), and communicate the link to your page via email, text, and social media. It is so very easy and convenient! Of course, donations by checks made out to BDCHS and cash are always welcomed!

Please take note of the important information below:

- *Families with multiple children at BDCHS will have a goal of \$200 for the family; we will **NOT** multiply the goal by the number of children.*
- *Donations are voluntary and do not in any way affect your student’s enrollment at BDCHS.*
- *We cannot accept volunteer hours for donations made to the school.*
- *Donations may be tax deductible; we encourage you to check with a financial advisor and/or tax specialist to determine your gift’s eligibility.*
- *All cash and check donations, and completed logs should be handed in to your child’s homeroom teacher **ONLY DURING HOMEROOM** or they may be turned in to Ms. Anderson during lunches or after school. The final deadline is 3:00 p.m., Monday, October 2, 2017. All credit card donations should be made through the family donation pages or the BDCHS Phoenix Fund Rising Donation Drive webpage - <https://bdchs.donorpages.com/PhoenixFundRising2017/>*

We hope you will take a few minutes to register and create your family’s donation page. If you have any questions, please feel free to reach out to our Director of Development, Judy Anderson, at janderson@bdchs.org or at 813.971-5600 X204.

With your support, we can ensure our students will continue to receive a quality Blue Ribbon, A Grade education. We thank you in advance for your support of the “Phoenix Fund Rising” Donation Drive and for your willingness to make a difference in the lives of students and teachers at Brooks DeBartolo Collegiate High School.

With Phoenix Pride,

Kristine

Kristine Bennett, Ed.S.
Proud Principal

Inside the Guide
Goals, Letter from the Principal P.1
Process, Ways to Donate, Setting Up Your Donation Page P.2
Phoenix Fund Opportunities P.3
Incentives, Promoting the Campaign P.4

Phoenix Fund Rising Process

- 1) BDCHS Families receive guide in the mail. **PLEASE KEEP THE GUIDE ENVELOPE**; we suggest using this to place the log and donations in as needed.
- 2) Make a list of all family, friends, neighbors, coworkers, clients, etc. that your family would like to share the campaign info with.
- 3) Set up your family donation page using instructions from the front page of this guide (also found on BDCHS website).
- 4) Work your list, contacting them via email, social media messaging, phone, U.S. Mail, or in person. **PLEASE make sure to include your family donation page link with everyone you reach out to.**
- 5) Share what BDCHS means to your family and student(s).
- 6) Upon receiving a cash or check donation, place it in the guide envelope and fill out the donor log **completely** with the individual(s) information (please make sure it's all legible).
- 7) Ask your contacts to share the donation drive information with others and to make a donation. See below for ways to make a donation.
- 8) **IMPORTANT** - Thank them for their donation.
- 9) We're asking each family to raise at *least* \$200 (e.g. \$10 X 20 people = \$200); once you have filled one side of the Donation Log you can choose to either turn in your log and monies collected **OR** continue with the drive using the back side of the log.
- 10) **CAMPAIGN ENDS 3:00 p.m., MONDAY, OCTOBER 20TH. ALL logs and monies collected are due at that time.** Envelopes with cash, checks, and logs may be handed in at any time during the campaign to homeroom teachers **ONLY DURING** homeroom **OR** they can be turned in to Ms. Anderson during lunches or after school.

Please note: All donations entered through your on line family donation page are automatically recorded and DO NOT need to be included on your donor log.

Ways to Donate

- **ONLINE** using your family's webpage (if you choose to set up) (CREDIT can be given to individual students/families) **PREFERRED METHOD TO DONATE**
- ONLINE using School's fundraising page – <https://bdchs.donorpages.com/PhoenixFundRising2017/> (no credit given to individual students/families)
- Check – made payable to BDCHS with "Phoenix Fund" in the memo line.
- Cash

Setting Up Your Family's Donation Page

Introducing a **NEW** way to fundraise!!

Families can fundraise via ONLINE – it's FUN & EASY to do!!

Fundraising online will allow you to promote BDHCS and invite friends, family, and colleagues in your social networks to join us in sharing our donation drive and contributing to Phoenix Fund Rising. Follow the steps below to register and create your page.

1. Go to the school's fundraising page - <https://bdchs.donorpages.com/PhoenixFundRising2017/>
2. Click on the bright green "Register Here" button
3. Complete information on the "Begin Registration" page and click "okay"
(PLEASE USE STUDENT'S NAME WHEN REGISTERING.)
4. Complete "Fundraiser Information" page and click "next"
5. Review information is correct and click "complete registration"
6. Sign in to your personal page using your username and password, click on log in
7. YOU DID IT!! You should now see your family/personal fundraising page. Your page's link (address) can be found at the top of your page; PLEASE SHARE this via email, social media, etc.

All students/families who register/create a donation page (1 per student/family) will be entered in to a chance drawing for a special family outing!! (Prize announced soon.)

Phoenix Fund Opportunities

The Phoenix Nest: the BDCHS Annual Giving Society

Friends of BDCHS - \$500 - \$999

*Recognition in Phoenix News & BDCHS website (name)
BDCHS student (if included) one non-uniform day*

Bronze - \$1,000 - \$2,499

*Recognition in Phoenix News & BDCHS website (name)
BDCHS student (if included) two non-uniform days
Invitation to an annual thank you breakfast at school with
Principal*

Silver - \$2,500 - \$4,999

*Recognition in Phoenix News & BDCHS website
(individual - name / business - logo)
BDCHS student (if included) three non-uniform days
Invitation to an annual thank you breakfast at school with
Principal*

Business card ad in yearbook

Receive a BDCHS 10-year anniversary car magnet

Gold - \$5,000 - \$9,999

*Recognition in each Phoenix News & BDCHS website
(individual - name / business – logo with link)
BDCHS student (if included) four non-uniform days
Invitation to a thank you lunch with Principal & Board
Member*

Quarter page ad in yearbook

Receive a BDCHS 10-year anniversary car magnet

Garnet - \$10,000 - \$24,999

*Recognition in each Phoenix News & BDCHS website
(individual - name / business – logo with link)
BDCHS student (if included) five non-uniform days
Invitation to a thank you dinner with Principal & Board
Member*

Half page ad in yearbook

Two tickets to BDCHS Spring Event

Receive a BDCHS 10-year anniversary car magnet

Fire - \$25,000 +

*Recognition in each Phoenix News & BDCHS website
(individual - name / business – logo with link)
BDCHS student (if included) six non-uniform days
Invitation to a thank you dinner with Principal, Board
Member and a Founder (if available)*

Full page ad in yearbook

Four tickets to BDCHS Spring Event

*Receive a BDCHS 10-year anniversary car magnet for
each family car*

(Lunches “may” include a Founder – if available.)

The Phoenix Walk

Others can help create the BDCHS walkway located at the front of our school building and leading to our main entrance – the doorway to our student’s academic excellence! The completion of the walkway will enhance the look, feel and image of the school’s main entrance. All visitors will quickly know upon arriving at the school the spirit and support our Phoenix families share.

Interested parties can customize their brick celebrating graduations, birthdays, families, companies, as well as using it as a way to remember a very special person. Their purchase marks their commitment to academic excellence by providing a high-quality, challenging education while supporting Brooks DeBartolo Collegiate High School and honoring those they love. They will have three different sizes to choose from –

4X8 (\$100 - \$499)

8X8 (\$500 - \$999)

12X12 (\$1,000 - \$2,499)

Phoenix Investment Sponsorships

Through this naming program, the community makes an investment in education and in the futures of BDCHS students. Opportunities are offered throughout the school at various levels and to include scholarships. Families and companies can choose to sponsor a scholarship or classroom, lab, or other important room/space by making an annual donation which will help support BDCHS through The Phoenix Fund. Sponsors will automatically be a member of *The Phoenix Nest* and will receive benefits for their level of giving.

Ask those interested to think back to when they were in school. What were their interests and favorite subjects? What did their children enjoy in school? What subject areas are important to them? Do they have an appreciation for music, athletics, health and wellness, technology or dance? Are there certain areas of our school that will help promote what is important to their business/company? This is the perfect opportunity for them to make a difference in the lives of many high school students.

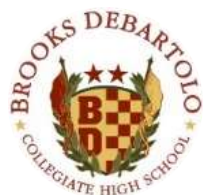
For additional information and questions, contact the BDCHS Director of Development,
Judy Anderson, at janderson@bdchs.org or 813.971.5600 X204.

Donation Drive Incentives

- 1) All students meeting their family goal of \$200:
 - Each of these students will receive a Phoenix spirit shirt (distributed end of campaign)
 - They will be entered in a chance drawing for
 - One (1) non-uniform* day (8 winners) (drawings held throughout September)
 - A pair of tickets to the BDCHS Homecoming Dance on October 28th (1 winner) (drawing held end of campaign)
- 2) Top BDCHS Student - student must have exceeded their family goal of \$200 with total donations exceeding all other student/family donations turned in by deadline of 3:00 p.m., October 2nd.
 - Five (5) non-uniform* days
 - \$100.00 cash
 - Family receives an 8X8 brick placed in the *Phoenix Walk*
- 3) Top Student in each grade (except in grade with top BDCHS Student winner) – students must have met their family goal of \$200 with total donations exceeding all other student/family donations in their grade turned in by 3:00 p.m., October 2nd.
 - Three (3) non-uniform* days
 - \$75.00 cash
 - Families of each winning top grade level student to receive a 4X8 brick placed in the Phoenix Walk
- 4) The first two (2) homeroom classes to reach 100% participation (*Each student in a homeroom must have a minimum of \$20 in donations to be considered a participant; however, we encourage all students and families to strive for their family goal of \$200.*)
 - Winning classes receive donuts during a homeroom – date set by teacher / Director of Development
 - Winning homeroom teachers each receive two (2) passes to *CineBistro*
- 5) All Faculty/Staff members meeting their individual goal of \$100:
 - Each of these faculty/staff members will receive a Phoenix spirit shirt (distributed end of campaign)
 - They will be entered in a chance drawing for
 - One (1) jean (casual) day (5 winners) (drawings held throughout September)
 - A pair of tickets to the 2018 Spring Event – *Tropical Soiree* on April 7th (drawing held end of campaign)
 - Top Faculty/staff fundraiser receives \$50 cash
- 6) SCHOOL MEETS OVERALL GOAL
 - Music Fridays for a month (this takes place during all lunches in the cafeteria)
 - One (1) non-uniform day schoolwide – to be scheduled by Principal

** Non-uniform days cannot occur on assessment days and must be approved by Principal*

Promoting the Campaign



10948 N. Central Avenue
Tampa, Florida 33612
Phone: 813.971.5600
Fax: 813.971.5656
School Website: www.bdchs.org

Send emails
including link &
information.

Ask others to
share info
and make a
donation.

Share link and
information on ALL
social media.