

Plan of Work (POW) for the Passive Fundraising Lead

The function of this position is to raise funds for the PSO.

A passive revenue generation program is a program offered by a corporation that will donate a portion of their sales to qualifying schools for purchases made in day-to-day activities. This program does not require cultivation or stewardship of a participant, is generally tied to a corporate giving program, and doesn't require that the individual participant pay an additional amount of money for his or her purchase. Finally, through a passive revenue generation program, the participant does not make a gift directly to the school. Instead, a portion of their purchase made to a corporation is donated back to the school by the corporation.

Solicit local businesses for Restaurant Nights, schedule food trucks in coordination with campus events, coordinate box tops, and organize any other passive fundraising opportunities.

Schedule Restaurant Nights once a month, with local places, that will return a portion of the proceeds back to the school.

Sign school up at Amazon Smile, Fry's VIP, etc. and advertise to parents.

Be on the lookout for additional opportunities for passive revenue generation.