



Horn Elementary PTO Parent Orientation

September 3rd, 2020



Welcome – Meeting Agenda



- Introduction to the Board
- Communication
- Calendar
- PTO General Meeting and Speaker Series
- Early Bird Market
- Fundraising
- Corporate Sponsorships
- Volunteer

Introduction to the Board



- President: Lisa McCarthy - president@hornpto.org
- 1st VP: Jenny Dagley - 1stVP@hornpto.org
 - Audit Committee
 - Cardinal Tweets
 - Kinder/Pre-K Play Dates
 - Membership
 - Nominating Committee
 - Webmaster
 - Yearbook
- 2nd VP: Rainy Gibbs - 2ndVP@hornpto.org
 - Cardinal Commitment Campaign
 - Carnival
 - Fun Run You
 - Gala and Auction
- 3rd VP: Anu Hiremaglur - 3rdVP@hornpto.org
 - Birthday Marquee/Bands
 - Book Fair
 - Campus Beautification
 - Dad's Club
 - Hospitality
 - PALS
 - Room Parent Rep
 - School Supplies
 - Teacher Appreciation
 - Uniforms
 - VIPS
- 4th VP: Lisa Lim - 4thVP@hornpto.org
 - 5th Grade Coordinator
 - 5th Grade Clubs
 - Partners in Education
 - Dress down bands
 - Early Bird Market
 - Horn Helping Hands - HHH
 - Incentives
 - No Place for Hate - NPH
 - Safety Patrol
 - UIL
- Treasurer Team: Roxzan Zager and Amy Roberts - treasurer@hornpto.org
 - Financial Reporting
- Teacher Liaison:
 - Adriana Shetsky - ASHETSKY@houstonisd.org
- Community Sponsorships:
 - Rebekah El-Hakam - communitysponsors@hornpto.org
- Community Relations:
 - Neil Verma - communityrelations@hornpto.org
- Secretary: Tricia Onufer - secretary@hornpto.org
- Parliamentarian:
 - Jessy Morgenroth - parliamentarian@hornpto.org



- Cardinal Tweets – Every Monday Important School Updates and Information
 - If you haven't been receiving these please email 1stVP@hornpto.org to be added to the list
- Living Tree – Principal Flores spoke about this!
 - Directory is housed here too!
- Horn PTO Website - <https://hornpto.org/>
- Horn Elementary Website - <https://www.houstonisd.org/Horn>
- Facebook – Horn Elementary
- Shutterfly – This is a class specific site managed by your Room Parent. This will be created within the 1st month of school.



- Downloadable Calendar: <https://hornpto.org/ptocalendar/>
 - All PTO and School Related Dates

PTO General Meetings and Speaker Series



PTO General Meetings are a great way to stay connected with the school! These meetings always include Principal and Board Member updates. Some meetings will include a PTO Speaker Series Presenter on a special topic. Please join us for the following dates:

- September 24th @ 6:00pm
- October 29th @ 6:00pm
 - Speaker Series: Sydney Zuiker from Crime Stoppers – Topic: Social Media Safety
 - Video to Follow Meeting
- November 19th @ 6:00pm
 - Speaker Series: Randy Rubinstein – Topic: Productive Conversations: From Conflict to Collaboration in 3 Steps
- January 28th
- February 25th
- April 29th
- May 27th

* Fall Meetings will all be held virtually. Zoom invite and agenda will be emailed a week prior to the date.

Early Bird Market



Please be sure to visit our online Early Bird Market (<https://hornpto1.wufoo.com/forms/early-bird-market-202021/>) between Monday, August 31st and Sunday, September 13th to purchase your school supplies and other school opportunities.

School Supplies*: It is a requirement that every family pay for school supplies for their student(s). The teachers appreciate all of the students having the same supplies and it saves parents from having to search all over the city for the mandatory supplies. We will be collecting money now for these supplies and plan to distribute them in October. We will keep you posted on the distribution plans as we hear from HISD regarding the plans after October 16th.

There is also more information about ways you may contribute to our school through the Cardinal Commitment Campaign, Sunshine Fund, and Horn Library Book Donations. If you have any additional questions please email 4thvp@hornpto.org.

Early Bird Market Items	\$ PER ITEM
PTO General Membership Dues <i>Dues for annual voting membership (Mom and Dad = \$20)</i>	\$10 pp
Horn Elementary Yard Sign <i>Show off your school pride throughout the neighborhood!</i>	\$25
School Supplies and Class T-shirt (Pre-K - 4th) - Mandatory <i>PK-\$72, K-\$81, 1st-\$77, 2nd-\$78, 3rd-\$81, 4th-\$84</i> <i>SLC-B and SLC-G</i> - Please buy supplies at the appropriate grade level for your student	\$_____
5th Grade Class Activity Fund and School Supplies - Mandatory <i>Goes directly to your class shirt, school supplies and graduation celebration.</i>	\$96 (per student)
Cardinal Commitment Campaign - Family Giving Program Donation <i>Donations provide resources to provide academic enrichment. See attached for more information and donation incentives.</i>	\$_____
Sunshine Fund Donation <i>Donations help provide school supplies and activity fees for Horn families in need of financial assistance.</i>	\$_____

*Please note: The school supplies sold during the online market are the full supplies that are normally at the student's desks ready for the first day of school. Due to the situations surrounding COVID-19, we are waiting to distribute these supplies after we learn what HISD's plans are after this first 6 weeks of virtual learning. *Your students received a few necessary supplies this week that will be used during our virtual learning - these are separate from the grade level supplies that will be distributed in October.*



Fundraising – Cardinal Commitment Campaign



- Cardinal Commitment Campaign: Horn's Cardinal Commitment Campaign ("CCC") is one of our school's most important fundraisers and the changes we face because of Covid-19 make this especially true this year.

What is CCC and how are CCC funds used?

The Cardinal Commitment Campaign was established for the purpose of raising funds that may only be used for purposes of academic enrichment. This includes math, science and language workbooks, Scholastic Magazines, classroom manipulatives, science and STEM equipment, licenses and scripts for drama, on-campus programs and assemblies, professional development for teachers, and subscriptions for online learning platforms such as Raz-Kids and IXL. For more information please visit: <https://hornpto.org/events-fundraising/cardinal-commitment-campaign/>

<div>  Horn Cardinal Commitment Campaign 2020-2021  </div>						
	ELITE \$5,000 or Greater*	DIAMOND \$2,500 - \$4,999	PLATINUM \$1,200 - \$2,399	GOLD \$650 - \$1,199	SILVER \$350 - \$649	BRONZE \$150 - \$349
Recognition in the Cardinal Tweets	•	•	•	•	•	•
Standard White "Horn" Yard Sign and Matching Car Magnet	•	•	•	•	•	
Custom Red "Cardinal" Yard Sign and Matching Car Magnet	•	•	•	•		
Donor Glass Wall Recognition for 2020-2021	•	•	•	•		
Invitation to CCC Donor Event TBD	•	•	•	•		
Dedicated and Personalized Brick Paver and Recognition on the Horn Marquis	• 8x8	• 8x8	• 4x6			
One-Half Yearbook Page Recognizing Donor Family/Student(s) *Customized by Donor	•	•				
Metal Child Silhouette Engraved with Family Name Installed on Campus and The NEW "Buddy Bench" with Personalized Name Plate	•					
*Those Donations of \$15,000 or more will be categorized as an endowment with naming rights to be determined by PTO board						

Fundraising – CCC Elite Level



Support our students in the classroom and take part in updating the appearance of our campus. Metal Child Silhouettes are personalized with your family name and donation year. These line the fence along the carpool lane.



New this year! Buddy benches are designed to encourage friendship and reflect our sense of community. These brightly colored benches will be placed around the playground areas. Donors at the Elite level will also have "Buddy Bench" personalized with their family name and donor year.



Fundraising – Fun Run You!



- This year's event will take place from February 1 – 12.
- **FunRunYou** has helped us raise over \$200,000 (NET) for Horn over the last two years.
- Fun Run has proved to be a fun and successful fundraiser for Horn. Fun Run is unique because it allows the students to take part (and PRIDE) in raising money that goes directly toward their education.
- FunRun proceeds have been used to support our school's technology needs and provide the most up-to-date technology in the classroom (over 100 iPads, digital resources, etc.).
- In 2019, the students' efforts on a single day of fundraising allowed us to improve our bike rack area by installing a cover and additional bike racks.



Fundraising – Gala and Carnival





Due to the social nature of these events they are tentative for now.
However, we are hopeful we'll be able to plan something in the Spring!!
We will keep you posted!!

Corporate Sponsorships



The Corporate Sponsor Program enables local and Horn family-owned businesses the opportunity to donate to Horn in return for advertising on campus and at school events. The funds raised are used to purchase new library books, maintain technology throughout the school, support professional development for our teachers and help fund classroom consumables, teacher appreciation lunches and campus beautification, among many other important things. Please visit <https://hornpto.org/events-fundraising/community-sponsors/> or contact communitysponsors@hornpto.org for more information.

 Horn Corporate Partners Marketing Benefits 	Diamond (\$3500)	Platinum (\$2000)	Gold PLUS (\$1250)	Gold (\$1000)	Silver (\$500)	Bronze (\$250)
Logo placement on the PTO website as a donor with a clickable link to company site	• Premium	• Large	• Medium	• Medium	• Small	• Name Only
Recognition on Horn Facebook page AND Horn Website (in Fall and in Spring)	•	•	•	•	•	•
Company logo on back of select Horn t-shirts	• Premium	• Large	• Medium	• Medium	• Small	
Invited to attend live or virtual Volunteer and Sponsor Appreciation Breakfast with Ms. Flores (Principal), Ms. David (Asst. Principal) and school administration in the Spring	•	•	•	•		
Company spotlight on Cardinal Tweets reaching 700 active users per week per week	• 3x	• 2x	• 1x	• 1x		
Business banner (provided by donor) will be prominently displayed in carpool lane during 2020-2021 school year * Digital sponsor banner at top of Weekly Cardinal Tweets Newsletter/featured on website sent to all Horn Families, staff and teachers each week	•	•	•	•		
Approved advertisement (provided by donor) to be sent in students' folders during 2020-2021 school year or alternatively in a direct email to parents	three per school year	Two per school year	One per school year	One per school year		
Opportunity to meet Horn parents at PTO meetings and PTO Parent Fundraiser TBD	•	•	•			
Recognition at event TBD	•	•	•			

Horn PTO is a 501(c)(3) organization. IRS Tax ID #90-0066615.



- Volunteers are extremely important to our school. Without our amazing Volunteers we wouldn't be the strong organization that we are.
- Please consider Volunteering!! Email: president@hornpto.org for available opportunities.

Questions?



- New Parents please join us September 23rd @ 2:00pm for a “Virtual” New Parent Meeting
 - Meet and ask questions to the entire PTO Board and Principal
 - Zoom Details with time will be emailed out prior to the event

Thank You!!

