



# Gobbling up fundraising dollars

How Oceanside School 8  
raised more with Givebacks

# The Challenge

Fundraising during the holiday season when people are full of gratitude, feeling festive and generous, is always a win. For Oceanside School 8 in New York, introducing a Turkey Trot fundraiser in 2024 was the answer to raising money for the PTA to use toward various school activities, programs, and events.

With it being their first year running the School 8 Turkey Trot fundraiser, PTA leaders wanted to make sure they used a fundraising software platform that gave them all the tools and features they needed to run the event easily and efficiently.





# The Solution

Oceanside School 8 PTA leaders evaluated various fundraiser platforms on which to run their Turkey Trot. They chose Givebacks for two reasons:

- The fees and overall cost associated with other platforms was too high, so less of the money raised would go to school programming. Using Givebacks would keep more fundraising dollars in their school.
- PTA leaders from other schools in the area gave very positive feedback when they were asked about their experience with Givebacks.

An unexpected bonus that came with choosing Givebacks was working with a dedicated Customer Support Manager to help setup their event and provide guidance throughout the fundraiser.

Having a Customer Support Manager became especially important when it came to communicating with the school community about the Turkey Trot. Since the school could not share contact information for parents and families, PTA leaders had to gather email addresses on their own. When the PTA finally had their list, their Customer Success Manager set it up in Givebacks to make communications and outreach easy for the Turkey Trot and future fundraisers.





# The Outcome



By using Givebacks for their fundraiser, Oceanside School 8 PTA blew away their \$10,000 fundraising goal for the Turkey Trot. The event raised \$15,000 and the PTA is excited to run the fundraiser again next school year. They're even planning a few changes to make it an even bigger success.

Oceanside School 8 PTA found lots of other things to love about using Givebacks, including being able to:

- Use communications tools to engage with the community
- Process online payments
- Build individual fundraising pages for each student to share

PTA leader Dina Testa gave her Givebacks Customer Success Manager lots of credit for helping their event exceed their expectations, "Honestly, it was the customer support that made all the difference."

From helping to build the fundraising site to answering questions and stepping in with parents who had mix-ups with their payments, their Customer Success Manager was involved every step of the way making the Turkey Trot fundraiser setup and management as easy and seamless as possible.



**"Givebacks makes fundraising a piece of cake!  
Our school far surpassed our \$10,000 goal and we  
can't wait to see how well our next event goes."**

-Dina Testa, PTA Leader, Oceanside School 8 PTA

**Take charge of your next fundraiser with Givebacks**

[Learn more here](#)

