



Making fundraisers a piece of cake

How Valley Cottage Elementary PTA
used Givebacks for sweet results



The Challenge

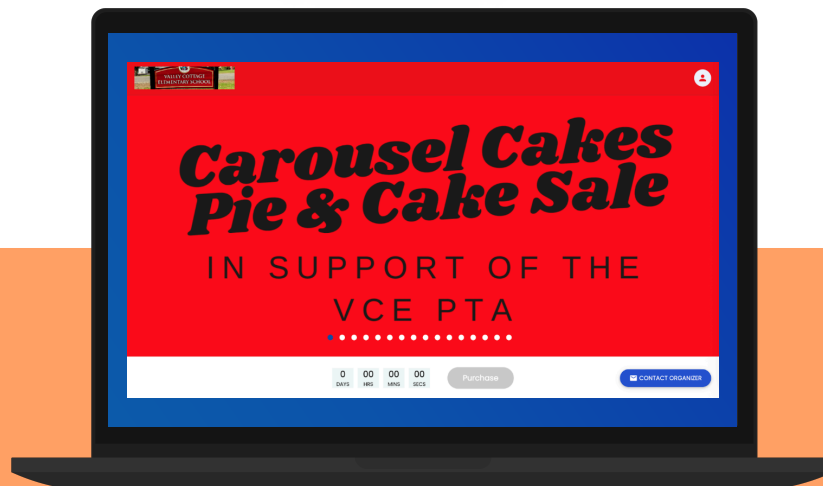
In November 2024, Valley Cottage Elementary PTA in Valley Cottage, New York planned to host a fundraiser to raise money for school-oriented assemblies and class trips for students. They partnered with a local bakery for a cake and pie sale.

For previous fundraisers, Valley Cottage Elementary PTA used a manual, volunteer-reliant process for collecting donations. After families were notified about the fundraiser through social media and paper flyers sent home with students, those who chose to participate sent cash or check payments to school with the student. Payments would be collected by teachers and sent to the PTA mailbox in the school office to be picked up by a PTA member, manually logged in an order form, and deposited into the bank.

With this process came a number of logistical challenges that made running the fundraiser more difficult and added confusion:

- Cash or checks we easily lost or handed in late
- Issues with orders required a volunteer to contact a family and contact information was not always correct
- Finding volunteers willing to help with a time-consuming fundraiser was difficult

Valley Cottage Elementary PTA leaders knew this process was no longer working for them and they needed a more efficient way to run their upcoming fundraiser.





The Solution

When it came to selecting a fundraising platform, Valley Cottage Elementary PTA evaluated multiple options and ultimately selected Givebacks for two important reasons.

First, Givebacks offered the lowest transaction fee they could find which would result in the PTA keeping more of what they raised to put toward assemblies and class trips.

Second, Givebacks linked directly to the PTA's bank account, eliminating the need for trips to the PTA mailbox and the bank, which would make running the fundraiser much easier and the donation processing more seamless.

In addition to the low transaction fee and bank account linking, Valley Cottage Elementary PTA loved having access to the online store, easy order reporting, and a dedicated Customer Success Manager.



Delicious pies, community ties

Pro tip: Partnering with a local business for your fundraiser is a clever way to raise money for your school. You're shining a light on a local business that wants to be involved in the school community and fulfilling your fundraising goals at the same time. It's a win-win!





The Outcome



Using Givebacks to run their cake and pie fundraiser made all the difference for Valley Cottage Elementary PTA in multiple ways, but two things really stood out:

- The amount of money raised for the the school
- The amount of time saved by volunteers, leaving them energized to volunteer for other PTA events

Overall, Givebacks helped improve Valley Cottage Elementary PTA's fundraiser with an online store that made it easy as pie for families to purchase their items, simple-to-edit fundraising pages, accessible support from a fundraising product expert, and the ability to fulfill orders quickly and efficiently with all the applicable information in a downloadable order report.

Thinking about Valley Cottage Elementary PTA's experience using Givebacks for their fundraiser, Treasurer Brendan Nolan said, "I would definitely recommend Givebacks to other school PTA's ... Our PTA will be using Givebacks for all fundraisers in the years to come."

"The amount of time saved, low transaction rates, easy to use platform, and dedicated Customer Support Manager made the process not only easy, but a pleasure to work with!"

-Brendan Nolan, Treasurer of Valley Cottage Elementary PTA



Take charge of your next fundraiser with Givebacks

[Learn more here](#)

