

# PTSA Car Sweepstakes Meeting

Oct. 24, 2017, 6 p.m.; Room 1162

In attendance: Vanessa Isabell, Teresa Scribner, Chev Gary, John Montoya, Stuart McFeely, Nikole Hecklinger, Jeanne Vincent, Terri Hansen, Phil Petty

Meeting begins at 6:05 p.m.

## Vanessa Isabell, PTSA President

- Gives overview of car sweepstakes then opens the floor for members to voice concerns

### *Jeanne Vincent*

- What has been successful fundraising at CHS?
  - Auction is our biggest fundraiser
- Is all the work worth it?
  - Made \$52,000 at last year's auction
  - Most of the sweepstakes will be handled online; no ticket sales by parents or students
- Seems disappointing if you didn't read the fine print?
  - All material will make it clear
  - People are choosing to enter by making donations on sweepstakes website
- How hard could it be to raise \$50,000 outside of the raffle?
  - The auction raises about the same amount of money and it is very difficult
  - Won't know until we try it to see if this is something that works for CHS
- My donation is subsidizing someone else's chance to win
  - Still have a chance to win smaller prizes

### *Nikole Hecklinger*

- When you win a big-ticket item, you may have to pay income tax
  - Mercedes is giving options for winner to finance the tax and fees
  - Winner can sell vehicle or decline the car entirely
- Make sure all the contracts make it clear what costs the winner would incur
- Promoting material goods to low-income families
  - Cleveland is no longer viewed as "low-income"
  - Less students on free/reduced lunch
  - Many students driving cars already
  - Some parents may be interested in driving a luxury vehicle
- If a corporation donates a huge amount, how does that play out?
  - Corporate donors should be encouraged to give to PTSA directly, not through sweepstakes website
- Is it necessary to make a "purchase" to play?
  - Entries are based on donations made to CHS
  - You donate money, we thank you by entering you for chance to win prizes
- If I win the car but don't want it, can we decline?
  - Yes
- Get an electric bike instead of a car
  - Bike will not generate the same buzz as a car or other big-ticket items
  - Could offer bike as lower-tiered prize

### *John Montoya*

- Will Mercedes sell personal information
  - Mercedes is not involved in the handling of the sweepstakes website

- Mercedes is responsible for car's insurance, transporting the vehicle and signage
- How much is the car?
  - \$33,000; winner pays tax, license and registration
- Getting money out of CHS families to give to Mercedes

*Stuart McFeely*

- Don't like promoting a sweepstakes where you MIGHT win a Mercedes
  - Other prizes are available
  - Signage and entry forms must specify that this is a tiered sweepstakes
- If corporate sponsors came in, we don't want them related to the sweepstakes
  - Corporate donors have other ways to donate that don't involve sweepstakes website
- Is anyone going after the corporate sponsors?
  - Connie So and Erin Bell will go for corporate sponsors for the auction
- Raising money, then giving it away to a car company
  - Only giving away a car if we raise \$50,000; will still have \$17,000 more than we had before
  - Winner may decline car and CHS keeps all the money

Meeting adjourns at 7:38.