

Tour Fundraising Lead

Help us raise \$40,000—and unlock a \$40,000 match!

Purpose

In past years, families were responsible for paying the full cost of their student's tour. Starting with the last tour, Crowden's biannual tour is no longer charged directly to families—instead, it is made available to all students through dedicated fundraising efforts. To make this possible, we're seeking a fun, social, and organized parent to serve as the Tour Fundraising Lead for this year's student tour. If your child is participating, this is a wonderful opportunity to get involved, connect with other families, and help ensure every student can enjoy this experience.

The total cost of this year's tour is \$80,000, and we are grateful to have generous donors who will match every dollar our families raise.

Volunteer Commitment

As the Tour Fundraising Lead, you agree to:

- Collaborate with a Board Member to develop high-impact fundraising ideas, such as house parties, peer-to-peer campaigns, auctions, raffles, and more.
- Help organize engaging and enjoyable gatherings that foster community and connection.
- Motivate and encourage parents to get involved by leveraging their personal networks and relationships.

Skills or Experience

No prior fundraising experience is necessary. This role is ideal for someone who is outgoing, social, enjoys bringing people together, and excels at planning events or parties—bonus points if you know someone with a great space to host!

Roles and Responsibilities

- Contribute creative ideas (with support from Board Members) on how the 7th and 8th grade could raise \$40,000 (Busking and bake sales alone won't cut it—think house parties, peer-to-peer giving, auctions, raffles, and more!)
- Help identify venues/home for fundraising events and house parties and assist in planning.
- Encourage families to pay if they can—and if they can't, to help by activating their networks. Tour is not included in tuition. If a family is able to contribute, especially if they could have paid for the tour directly in years past, we strongly encourage them to donate the full \$3,200.
- Lead a small team of parent volunteers.
- Coordinate with Advancement staff to keep efforts focused, strategic, and

inspired.

- Keep tour families in the loop and excited through ongoing communication.
- Foster a sense of shared responsibility and enthusiasm for making this experience happen.
- Be a motivating presence who gets others excited and involved.

Faculty or Staff Liaison

The Tour Fundraising Lead will work with one dedicated board member, the development committee, and Advancement staff (Stephannie Tornow and Nazlee Ranasinghe).