Our Role in the Strategic Plan

Our Office serves as a **bridge** between our **communities**, **philanthropy**, & **organizations**.

Alongside the recently relaunched **LAUSD Education Foundation**, we help align private grants, partnerships, and in-kind resources to key strategic priorities.

Session Agenda

bit.ly/ODCE2025PLI

I. Key Terms & Definitions

II. Asset Mapping

III. Mapping Assets to Needs

IV. Making the Ask

V. Resources & Opportunity Drawing

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Key Terms & Definitions

Terms Dictate the Process You'll Follow Within the District

SPONSORSHIP
- Exchange between school/district and external entity
- Pre-established terms of recognition
- Stringent ethical guidelines
- Agreed upon timeline & finite relationship (~1 year)
- Can leverage PTA, PTO, Booster and/or Student Body

DONATIONS
- Charitable contribution or gift
- No expectation of recognition or "measureable benefit"
- Can create flexibility in purchases of goods/services
- Less emphasis on timing
- Ideally these are general purpose/flexible items
- Can leverage PTA, PTO, Booster and/or Student Body

GRANTS
- Often require an application/proposal & reporting
- Parameters for goods/services purchased
- Tied to the grantor's mission & vision
- Additional internal checks/balances
- Large variance in models – state, local, private

Time-bound

Clear need addressed

Alignment with external entity priorities

External entity gives monies, services, or goods

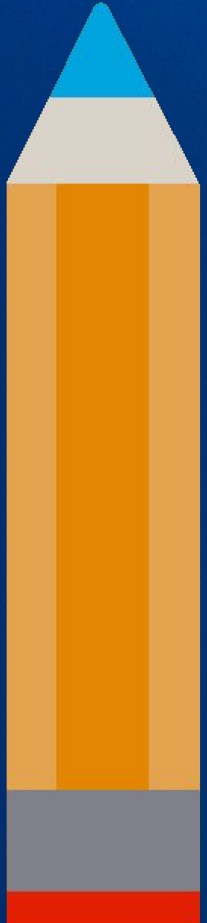**Documentation**

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Key Terms & Definitions

Terms Dictate the Process You'll Follow Within the District

ONE TIME VOLUNTEER	• Follow all procedures in the Volunteer Bulletin (www.lausd.org/volunteer) • Have all one time volunteers complete Attachment M of bulletin • Leverage for programming such as beautifications or giveaways	**Time-bound** **Clear need addressed**
ONGOING VOLUNTEER	• Follow all procedures in the Volunteer Bulletin (www.lausd.org/volunteer) and updated Fingerprinting/Supervision Bulletin • Can be used for programs such as Everyone Mentors LA • Build family and community engagement	**Alignment with external entity priorities** **External entity gives monies, services, or goods**
IN KIND SERVICES	• Services must be 100% free and require minimal personnel time to implement • For ongoing services, start a no-cost MOU and/or Service Delivery Agreement (SDA) with your Organizational Facilitator, final approval via Procurement (medical services as exception)	**Documentation**

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ASSET MAPPING

Understanding the partner landscape in your community

Why would an entity be interested in supporting LAUSD & your school?

Tax Benefits

Student achievement / academic wins

Elevates their brand

Wants to increase their visibility to your community

Aligned priorities/ value propositions

Annual budget includes giving

Shared values of supporting youth

High Visibility Locations

Schools have appealing themes / pathways

Schools have a consistent presence of local families & teachers/staff

On campus facilities

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Identifying Potential Partners

Community Asset Mapping so you can:

- **Identify & affirm** the strengths & resources that exist in the community.

- **Gather feedback** around needs informed by data and stakeholders.

- **Deepen Understanding** for third party perspectives and priorities.

- **Help uncover** overlooked / untapped resources.

- **Engage community** and contribute to a greater sense of pride / ownership.

Individuals

Businesses

Community Assets

Associations

Community-Based Orgs

Institutions

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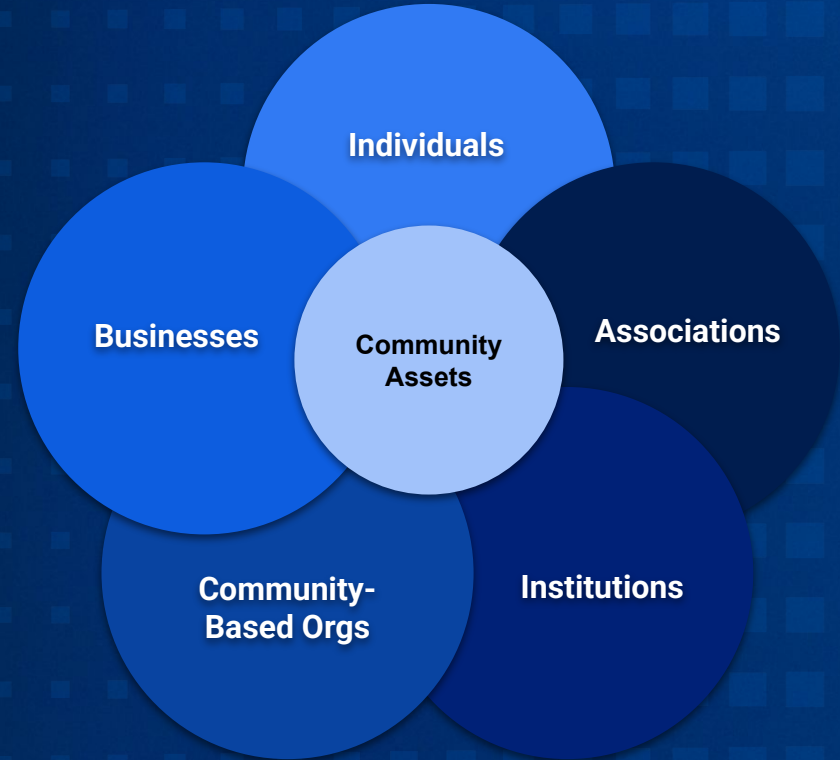
Brainstorm!

In your worksheet, spend 10 minutes brainstorming:

- Individuals who you have in mind that you plan to engage to join your asset mapping team!

- Use ChatGPT prompt samples to create your community asset map.

https://bit.ly/LAUSDAssetMapping

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COMMUNITY ASSET MAPPING WORKSHEET

1. What is Community Asset Mapping: How you frame your community work matters because your framing sets the tone for your relationship with your community partner. **Community Asset Mapping[1]** takes a strengths-based and place-based approach to identifying, cataloging, and mapping the resources, supports, and talents of a community on a map.
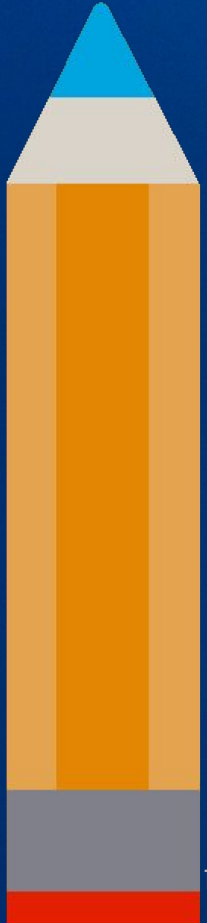
Asset mapping supports strategic planning efforts by building on the strengths and resources of a community and can be used to raise awareness about the availability of existing assets for students/families, develop or improve school services/programs, or to help apply for funding that addresses specific needs/priorities.

2. What is a Community Asset: Community assets are untapped potential which can be put into action to improve conditions. Existing frameworks describe several types of community assets associated with people and places.[2] These include:

Individual Assets	Institutional Assets	Organizational Assets
Individuals and their	Churches	Community Centers
· Skills	Colleges and Universities	Radio/TV stations
· Talents	Elderly Care Facilities	Small businesses
· Experiences	Fire Department	Large businesses
	Hospitals and clinics	Home-based enterprises
Consider:	Mental health facilities	Religious organizations
· Professional	Libraries	Nonprofit organizations
· Personal	Police Department	Clubs
· Resources	Schools	Citizen groups
· Leadership	Utilities	Business associations
· Networks	Transportation	Cable and phone companies
Governmental (State and Federal) Assets	**Physical and Land Assets**	**Cultural Assets**
City Government	Agriculture	Historic/Arts groups
State Capital	Energy resources	Ethnic/Racial diversity
Bureau of land management	Forest	Heritage
Economic Development Dept.	Industrial areas	Crafts, skills
Forest Service	Lakes, ponds, streams	Cultural traditions
Military facilities	Mining	
School Service Center	Natural resources/landmarks	
Small Business Administration	Parks/recreation areas	
State Education Agency	Vacant land	
Telecommunications agency	Waste resources	

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MATCHING ASSETS TO NEEDS

Crafting a Compelling Framework for Your Needs
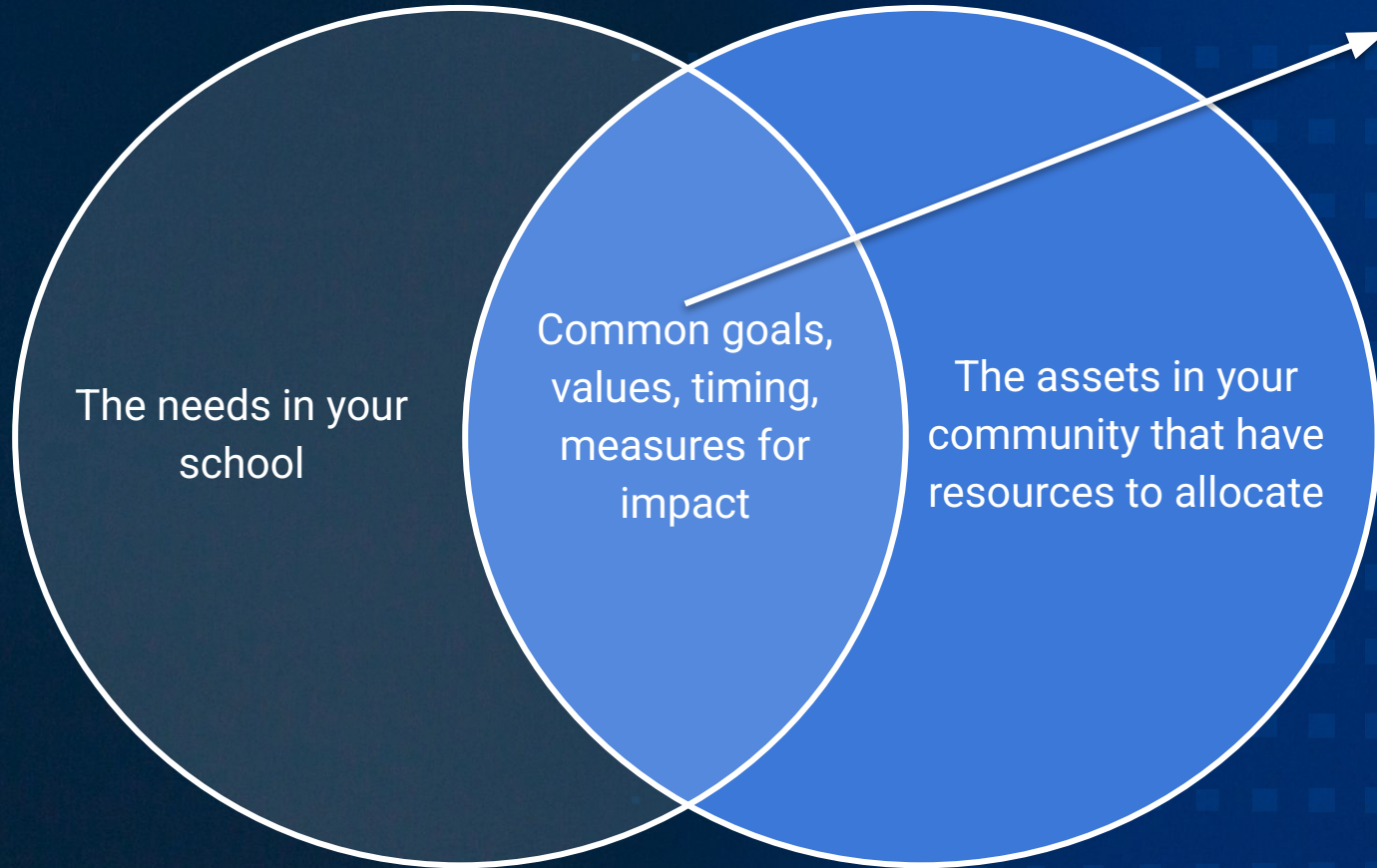
Define Your School's Needs – Other Considerations

- Clearly define:
  - Scope of the needs
  - Timeline to get funding
  - Timeline to implement fully
  - Cost
  - Metrics/outcomes

- Strategic Plan aligned - Meaningful & data rich!

- Filling a gap in service - supplementing _not_ supplanting

- Tell the story with data, anecdotes and impact (appeal to the logical & emotional)

Define Your School's Needs

The needs in your school

Common goals, values, timing, measures for impact

The assets in your community that have resources to allocate

Use this information to outline your process & path forward!

UNDERSTANDING THE PATH

District Policies on Sponsorships & Donations
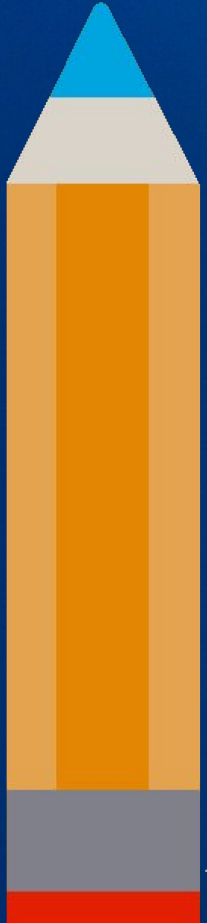
Preparing for an Easy Process

The District outlines clear guidance & ethics rules regarding sponsorships including:

- **Make sure there is <u>no</u> advertising taking place**
  - Do **not** open school environment to commercialization

- **Must not distract from student success**

- **Do not accept vendors in a Cone of Silence**
  - Avoid partnerships that can be perceived to benefit specific individuals or "quid pro quo"

- **Protect integrity of LAUSD & your school**

- **Must not promote mandatory participation**

LOS ANGELES UNIFIED SCHOOL DISTRICT
POLICY BULLETIN

TITLE:	Sponsorships and Solicitations Guidelines
NUMBER:	BUL-6876.1
ISSUER:	Scott Price, Chief Financial Officer Office of the CFO
	V. Luis Buendia, Controller Accounting and Disbursements Division
DATE:	April 12, 2019

ROUTING
Local District
  Superintendents
  & Administrators
Principals
Financial Managers
School Administrative
  Assistants
Central Offices

PURPOSE: The purpose of this bulletin is to provide a framework for schools and offices seeking to engage in sponsorships. Further, the policy outlines the general processes and procedures to follow when soliciting potential sponsors, evaluating offers of sponsorships, and accepting sponsorships, including the ethics safeguards that should be put in place to ensure the integrity of solicitations, sponsorships and future contracting relationships.

MAJOR CHANGES: Content has been revised to address student privacy matters and ethical considerations in seeking sponsorships.

BACKGROUND: District schools and offices are often approached by outside entities (individuals, businesses, non-profits, and other organizations) that offer to sponsor events or activities in the form of financial support, material goods, free training, labor, facilities or other resources, in exchange for agreed acknowledgment (i.e., sponsor recognition).

Entities may also be seeking to do business with the District via a competitive Procurement process (i.e., RFP or IFP) or by direct sales to schools and offices. In some cases, they may already hold contracts with the District.

Some entities may seek to gain a commercial or other competitive advantage and believe that by providing a donation or sponsorship, they will have a better chance of obtaining District business. The District must avoid such transactions and also avoid any appearance of impropriety in the acceptance of donations or sponsorships.

Most potential donors and sponsors have good intentions and volunteer their resources to support LAUSD students. However, we must hold firm and avoid sponsor recognition activities that could be perceived as an endorsement, advertising or commercializing the school environment, District property, and resources.

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Understanding the Format of the Gift

In-Kind Donations
- The most ideal resources are purchased by sponsor for a specific, agreed purpose (e.g. books, tech, supplies) that is noted in writing
- Always confirm what they are giving before accepting the donations to ensure quality
  - See Donations Bulletin (BUL-5895.2) for required approvals and process

Monetary Donations, Sponsors or Grants
- Can be made directly to a school site - have physical check in hand, take photo, before sending to finance
- Grants, donations and sponsorships have different paperwork.
- Establish proper funding line is before you deposit gift.

Tracking is Required
- Have a clear mechanism for tracking how you spend the money and/or allocate the items.

Notes on Grants & Fundraising

The District has recently established a centralized Grants Office to:
- Identify and pursue non-formula (competitive) grant funding opportunities from the local, state and federal government
- Support schools and offices with District procedures on what is required in order to apply for a grant, and what to do once the grant has been awarded
- Facilitate interdepartmental coordination and pursue approvals to apply
- Manage districtwide grants database
- Updated Bulletin, training manuals and other materials will be available shortly

Student Body Finance is here to support you and your third parties who support the school (ie. PTA, Alumni Assoc, Student Body)
- Guidelines are available at lausd.org/domain/849 for primary and secondary schools
- Parameters on donations and sponsorships have some overlap, and do offer additional flexibilities for activities
- There are specific guidelines, per CA Education Code and DOJ, that outline what these non-profits must to to comply with various laws

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The Mechanics: Summary of Key Questions Before Engaging Partners

1 Understanding the Entity

- **Mission Alignment –** Does this organization reflect the values and mission of the District?
- **Strategic Fit –** What are their goals, brand identity, and organizational priorities?
- **Return on Investment –** What would make this partnership feel successful to them?
- **Referral Potential –** If the company does not donate or sponsor, can they connect us with someone who might?

2 Positioning Your Proposal

- **Cost Clarity –** Do I know the full cost of this project and how to break it down clearly?
- **Leverage Opportunities –** Can I use existing District programs or partners first?
- **Timing and Process –** They cannot be currently engaged in an Cone of Silence (ie. RFP application, contract)
- **Dual Appeal –** Does my proposal speak to both their emotional and logical priorities?

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MAKING THE ASK

Bringing Your Assets, Needs and Process Together

High Level Process

01	**Identify & Assign**	• **List & track** community partners to approach • **Assign** a team member to approach them & don't hesitate to follow up! • Understand the **scope cost and project timeline** • Ensure they are not in the **cone of silence**
02	**Draft Elevator Pitch & Ask**	• **Draft** a general **Solicitation Letter** and **tailor** an **Agreement Form** with benefits, timelines and expectations. ○ Use the Sponsorship Bulletin (**BUL-6876.1**) or ChatGPT for **samples.**
03	**Choose the Right Approach**	• **Decide** if the ask should be a cold email, phone call, in person meeting or part of another engagement.
04	**Review High-Level Asks**	• **For large donations** (25k+) or with special terms, check with your Director/Region Team before sending. ○ **BUL-5895.2**

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Follow Up & Build Relationship

Send an Acknowledgement Letter

- Formally thank the donor
- Include LAUSD's EIN for tax purposes
- Share impact metrics to show how their gift made a difference
  - Use Sponsorship Bulletin ([BUL-6876.1](#)) for samples or ChatGPT.

Give a Concrete Form of Appreciation

- Make appreciation feel personal and visible
  - Small plaque
  - Framed event photo
  - Handwritten student notes

Keep in Touch Over time

- Share new opportunities to stay involved
- Light touch follow ups: event invites, year-end updates
- Consider donor potential: one-time, repeat, long-term

LOS ANGELES UNIFIED SCHOOL DISTRICT
Office of the Chief Financial Officer

BUL-6876.1   ATTACHMENT D
April 12, 2019

SAMPLE OF ACKNOWLEDGEMENT LETTER

Date

Address

Salutation

On behalf of the [school/office name] community, I want to thank you for your support. Your [contribution/time you gave/ resources you provided] for [insert activity/program] was a tremendous help and will go a long way to helping our students and creating the learning environment and community support need.

We want you to remain our partner and look forward to working with you again. Please know that your investment and time is important to us.

The Los Angeles Unified School District, as a political sub-division of the State of California, is a tax-exempt organization under Internal Revenue Code section 170(c)(1). For your information, the following are the District's federal and state ID numbers:

State: 800-9074-9
Federal: 95-6001908

Thank you again for your generosity.

Sincerely,

[principal/administrator's name]

ETHICS PROCLAIMER: Please note that being an LAUSD sponsor is a strictly voluntary opportunity that enables community partners to support LAUSD schools and programs. Being a sponsor should not be construed to have any bearing whatsoever on any current or future business with LAUSD.

The Engagement & Partnership Lab

Resources, Ideation, Best Practice & More!
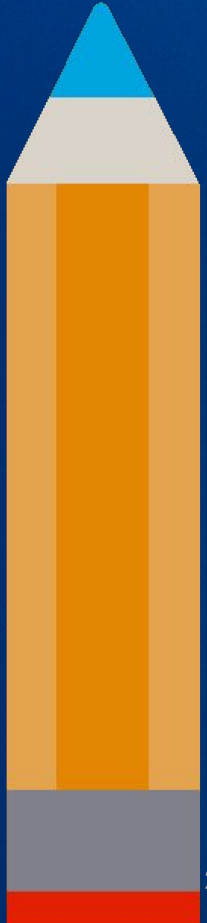
The Lab
Optional learning network of schools, regions & offices

You Will Get:
- Responsive workshops on sponsorships/donations/grants
- Newsletters on opportunities for in-kind or monetary support
- Connections to corporate volunteers
- Potential to improve District processes and practices
- Connections with the new Grants Office, the LAUSD Ed Foundation, and key District offices!

The Lab Will:
- Support equity
- Build capacity
- Build understanding of school and community needs

The Lab

Who Should Join
- An administrator or school site designee
- A leader who is aware of the needs of their students and communities
- A leader who will review ongoing opportunities for school sites to offer feedback
- A leader who will host partner opportunities

Time Commitment
- Semi monthly, optional drop in sessions

EXIT TICKET & DRAWING

Feedback Survey and Q&A
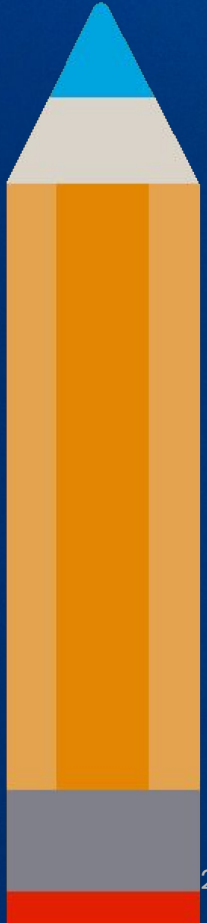
Before You Go...

Feedback Survey & Lab Sign Up:

bit.ly/PLI_Survey

Opportunity Drawing
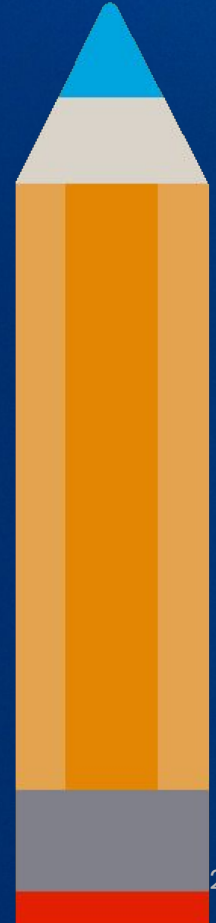
Additional Links & Resources

Presentation Link:

bit.ly/ODCE2025PLI

Internal Resources:

bit.ly/LAUSDInternalResources

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Additional Resources: We Are One

Scan QR code to visit **www.lausd.org/WeAreOne**