



NHSA's **DOLLAR PER CHILD**

Director's Checklist

**Four Steps to turn your Policy Council
into a Strong Fundraising Team in 2022 - 2023**



Our mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

Thank you for your commitment to run a Dollar per Child fundraiser and support NHSA's advocacy efforts on behalf of Head Start. As a director, you have the crucial responsibility of sharing Dollar per Child with your Policy Council. This checklist will help you empower your policy council members so they are ready to fundraise—and even have some fun along the way!

STEP 1: Share the “Why”

Before you begin planning events or seeking volunteers, it is important that you make sure the entire Council understands 1) what Dollar per Child is, 2) how the goals are set, and 3) what happens to the funds they raise. Here are a few ways to start the conversation:

- **Make the time:** Add Dollar per Child to your Parent Policy Council meeting agenda.
- **Dollar per Child Fact Sheet:** This [printable flyer](#) is a great snapshot of what Dollar per Child is and how the campaign impacts families.
- **Ask the “heart” questions:** These are the questions that really pinpoint why Head Start matters to your council members. How has Head Start/Early Head Start made a difference for your family? What would your life be like without Head Start/Early Head Start? Give your Council members time to share their thoughts and stories.
- **Make it real:** Give a quick snapshot of your community needs: How many families are served in your community vs. those who are eligible? Is there a shortage of slots? How expensive are the available options?

STEP 2: Share the “How”

Now your Council should be fired up and ready to give every family the Head Start advantage— but they may not be sure they have the time, skills, or tools to run a successful fundraiser. Let them know that they are not in this alone, and they don't have to start from scratch! NHSA has tools, resources, and a supportive community ready to help.

- **DpC Fundraising Community:** Many programs have been running successful Dollar per Child campaigns for years. A panel of your peers is willing to provide guidance:

Tiffany Alston, tiffany@sunrisechildren.org
Early Head Start Director, Sunrise Children's Foundation

Denjuami Barker, denjuami@gmail.com
Policy Council Chairperson, NINOS, Inc

Denyse Cardoza, dcardoza@pcac-inc.org
Director, KidZKommunity and NHSA Board Member

Colleen Versteeg, colleen.versteeg@ochsinc.org
Executive Director, Orange County Head Start

- **The Fundraiser's Guide:** This guide is designed to help the leaders nominated to run your Dollar per Child campaign. It is bursting with helpful information, including fundraising timelines and event ideas, with both in-person and virtual options. Download the guide: nhsa.org/resource/dollar-per-child-fundraisers-guide
- **Policy Council Basics:** The Academy at NHSA offers a [Policy Council Basics](#) course, which provides an overview of everything from Head Start's federal structure to the council's role in supporting the Dollar per Child fundraising campaign, helping parents grow as leaders and decision-makers.

STEP 3: Choose a Leader

Now everyone is fired up, equipped, and ready to go! There is just one question left: *who is ready to lead?*

- **Nominate leaders:** Encourage your Policy Council to nominate a leader or co-leaders to organize the campaign. Make it very clear they are not expected to run the fundraiser alone! Everyone needs to be willing to pitch in and help.
- **Set the goal:** The suggested goal of the Dollar per Child campaign is to raise one dollar for every child in your program. NHSA will use the Program Information Report (PIR) to set that amount in our goal dashboards, but your Council is free to set its own goal.



Redlands Christian Migrant Association Policy Council leadership team.

STEP 4: Make a Plan

Now the real work begins! Set some time aside in each Policy Council meeting to have your leaders report out on their progress, solicit volunteers for specific tasks, and share ideas. Keep the fundraiser on the agenda to make sure it stays top of mind all year long.

Thank you for all you do for children, families, and your community. Together, we can make sure that every child gets a strong start at Head Start.

For questions regarding the Dollar per Child campaign, please contact NHSA at dollarperchild@nhsa.org.



NHSA is proud to partner with Kaplan Early learning Company on the Dollar per Child campaign.