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PLEDGE MONSTER

Fun Run Explained

If you are looking for a fun and easy fundraiser a Glow Run is a great way to go. Nothing to sell, with minimal effort from school staff and volunteers. Every child is included no matter if they raise funds or not.

- First, find a couple people who would be interested in putting together a fun glow in the dark run that is hosted in your school's gymnasium.
- Next, you will want to get your board's approval and after reading the rest of this how-to document you will be excited and prepared to put on the event.
- Last, review the **Donation Drive Fun Run Checklist** and make sure you have completed all tasks prior to your event date.

If you are having difficulties getting your board to agree to the event please call us **(715) 204-9620** and we will be happy to answer any questions you or your board members may have. Planning a Glow Run is incredibly simple and can be organized by as little as two people with very little lead time.

Planning:

1. Talk with your school administrators/Parent Teacher Organization/Parent Teacher Association etc. to pick dates for the following:
 - 30 Minute Pep Assembly (which is typically held the day that you are handing out donation packets 2 weeks prior to run)
 - Run Date (Usually best to have on a Friday)
 - Things to consider when selecting the date of the run
 - When will volunteers be able to decorate the gym? (Best to do this the night before.)
 - When will shirts be handed out? (Morning of the glow run prevents kids from forgetting their shirts the day of the event.)

- 30 Minute Wrap Up Assembly (Award prizes share how much money the kids raised)
- 2. Send out sponsorship letters to local businesses in order to fully fund your event. This allows for less stress on your volunteer group and will allow you to have an idea of what your budget will be. Use the **Example Sponsorship Letter Request** for a sponsorship template.
- 3. Decide on a simple prize structure. (let's be real kids like little gadgets) See the **Example Prize Sheet** for a sample prize list and flyer.

Once all of the decisions have been made above you can start prepping for your event.

Preparation:

1. Get the number of students that attend school
2. Create a committee for your donation drive or fun run. Check out the **Example Committee Document** for ideas.
3. Decide if you are going to collect offline donations
4. Find a local screen printing business to make shirts for the event. If you can't find someone local to print your shirts we can help you out with this.
5. Order supplies, you will receive a list of suggested supplies when you work with Pledge Monster.
6. Setup your Pledge Titan account and get your custom site url
7. Market, Market, Market!!!
 - Get the teachers excited by offering incentives to the teacher who has the most kids sign up for an online fundraising account. The more kids who have a fundraising page setup, the more money your group will raise.

Example incentives:

- \$50 SCRIP gift card to any business they choose
- Offer a \$500 prize from the PTO for the teacher's class that raises the most.
- Have classrooms decorate a team flag. If you are having a theme for the glow run you could offer prizes for the best flag.

- Hang up posters around the school
- Share what your group plans on doing with funds raised
- Offer prizes for raising a single dollar so every kid can reach that goal

Implementation:

1. Put together pledge packets and put supporting materials inside the packets.
 - Instructions for parents to create their parent page on Pledge Titan, which will be provided to you in your welcome email from Pledge Monster.
 - Prize sheet with pictures of prizes
 - Run date details including the schedule for times each grade level is running.
2. Decorate gym day before the run
3. Have the MC welcome the kids into the gym with the teacher leading the way around the course one time flying the class flag just like the opening of the Olympics.
4. Collect all offline pledge packets on the day of the run and have two people counting money at all times. Make any notes on the packets that students turn in if money doesn't match what was written on the packet, etc.

Wrap-up:

1. Enter all offline donations in Pledge Titan so you can easily run prize reports.
2. Print prize report sheets by classroom and put all prizes in bags with the prize list that each child has earned in the bag along with the dollar amount they raised.
3. Have a wrap up assembly to share how much was raised and announce classroom competition winners, winning teachers, and all large prizes.
4. That's it! Your Glow Run is complete!

Donation Drive/Fun Run Checklist

| ✓ | Task | Who | Due |
|---|---|-----|-----|
| | 8-10 Weeks before run date | | |
| | Come up with a design for donation packets | | |
| | Decide on prizes and prize levels | | |
| | Send out sponsor letters | | |
| | Find a DJ or someone to come up with a relevant playlist for each grade level to play during their run time. Think of it as a way cooler school dance :) | | |
| | Find a volunteer who would want to MC the run to help give kids instructions on fun things to do and get them hyped up. This person is going to help make the day extra fun. | | |
| | 6-8 Weeks before run date | | |
| | Send home explanation of what a Glow Run is to parents and an introduction to Pledge Monster's online fundraising site Pledge Titan | | |
| | Buy donation packet supplies | | |
| | Purchase decorations for gym and glow sticks | | |
| | Print donation sheets and assemble packets | | |
| | Include instructions on how to create your online Pledge Titan fundraising account | | |
| | 4-6 Weeks before run date | | |
| | Advertise about the upcoming fundraiser | | |
| | Send home emails from the school to ask for parent volunteers the day of the Glow Run to help mark shirts (Use something like signup genius with 30 minute time slots for each grade level) | | |
| | Send additional email to parents reminding them about the Glow Run and how much fun it will be | | |

| | | | |
|--|--|--|--|
| | Have teachers talk about the Glow Run and decorate their class flag | | |
| | 2-4 Weeks before run date | | |
| | Put together a 10 minute maximum slide show/powerpoint presentation to share with the kids at the pep assembly highlighting the glow in the dark fun run. Make sure to highlight prizes offered and how to earn them | | |
| | 2 Weeks before run date | | |
| | Have the pep assembly to promote your big day. Have an example of prizes being offered and classroom challenges | | |
| | Send home donation packets with students the same day you have the pep assembly | | |
| | Encourage kids to ask their parents to create their online Pledge Titan fundraising account | | |
| | 1 Week before run date | | |
| | Remind kids that money is due the date of the run | | |
| | Make a schedule with your school's principal or secretary around grade level lunches/recess/specials. This will be 30 minutes in the gym for students to run/walk 30 laps maximum | | |
| | Send status to teachers of current standings from online fundraising and any donations already turned in to ramp up classroom competition and excitement | | |
| | Make social media posts about the upcoming event and why your organization is raising money | | |
| | Run Week | | |
| | Remind kids to finish collecting offline donations and to have packets turned in by the date of the run | | |
| | Ask for volunteer to help collect donation packets and count and enter offline donations | | |
| | Night before run | | |
| | Deck out the gymnasium with as many blacklight reflective items that you can. | | |

| | | | |
|--|--|--|--|
| | Sort t-shirts into classroom piles to be distributed the next morning and glow sticks to be handed out before each grade levels run time | | |
| | Day of run | | |
| | Have a designated area to collect donation packets and enter donations with your group of volunteers | | |
| | Instruct parents as to what you need them to do when they show up for designated time slots | | |
| | Marking shirts is fun for the parents and kids, they like to see how many laps they completed and will wear the t-shirts proudly for the years to come. | | |
| | Have water ready to distribute to each group of kids as they leave the gym, they will be sweaty | | |
| | If kids are done running early, have them do fun dances or the latest dance moves. | | |
| | Week after run | | |
| | Use the simple reporting features of Pledge Titan to calculate prizes and total amounts raised | | |
| | Order prizes if you haven't already done so | | |
| | Print prize sheets | | |
| | 1-2 Weeks after run | | |
| | Have a wrap up assembly where the total amount raised is announced to the school. Hand out top earning prizes, and have all prizes packaged up and ready for teachers to hand out in the classroom prior to end of day dismissal | | |
| | Breath, congratulations you have completed your first Glow Run and the kids, faculty, and staff will be talking about the event for the rest of the year. | | |

Example Committee Responsibilities

Chair

Main point of contact for all volunteers. The chair will manage the software administration for the event along with any other duties that are needed to be filled for the event. The chair is also responsible for the budget and reporting of line item expenses.

Sponsor/T-Shirt (volunteers needed 2-3)

Responsible for securing sponsors to supply the t-shirts for all participants. Will also need to work with a t-shirt supplier to come up with a simple design for the shirt. Should be present the night before the Glow Run to organise shirts for each classroom. This could also be done on any volunteers own time as long as they have room to organize the shirts by classroom. This is mainly a commitment that can be completed from home and at monthly meetings.

Helpful suggestions from successful Glow Run for another school.

- An email was sent to all parents with a sponsor request and within a couple days they had enough sponsors to fund the shirts and some supplies for the gym 100%.
- Don't forget to have a number grid on the back of the t-shirt at the top.
- The shirt size needs to be collected for all children and staff. An easy way would be to send home an order sheet and ask the teachers to help make sure all students give their shirt size.
- You can offer parents the ability to purchase a shirt at a little upcharge for extra income from the Glow Run.

Prizes (3-5 volunteers needed)

Responsible for coming up with a prize structure for the event along with the organization of disbursing prizes if possible. The time commitment for this is quite minimal due to only needing to come up with the prizes and work with the Chair to order the desired prizes. The day of the wrap up assembly will be the one day that this group will need to be available for. Otherwise everything could be handled via remote communication. And the monthly meetings leading up to the event.

Helpful suggestions from successful Glow Run for another school.

- Email the chief of police and the fire station to see if they would be willing to give a winning child a ride to school on a day that worked for the winning child and the department.
- Offer prizes for parents creating a family page with Pledge Titan, the online donation platform, along with prizes for the highest earning class.
 - Example would be to put every parent into a drawing for a gift card or something like that.

Marketing (3-5 volunteers needed)

Responsible for all promotion of the Glow Run. These volunteers should be able to post to your organizations social media profiles or provide content to be posted to these profiles. Should create a short powerpoint presentation for the kickoff event.

Helpful suggestions from successful Glow Run for another school.

- Volunteers that would be great for this committee would like to speak in front of an audience of students and staff to promote the event. It does not have to be a fancy presentation.
- Helpful if the person/people are great at getting the kids hyped up and ready to try to raise money to meet their goals and earn prizes.
- Creating flyers to send home to families leading up to the event will be important. If someone wants to help with marketing, but is not comfortable getting up in front of a group could focus on this.

Donation Collection (3-4 volunteers needed)

This is a one-day commitment on the day of the actual event. All pledge packets will be due by the day of the Glow Run if you are collecting offline donations. The Chairperson will work with this team to enter all pledges received into Pledge Titan. This team will need to count money received and have a second person then count the money as well. The ideal volunteers for this committee will be good at counting money or great at data entry. Attention to detail is extremely important.

Decorations (10-15 volunteers needed)

Requires a few hours the night before the Glow Run and one or two people from this group to order decorations 3 weeks before the event or pick them up from a store. This group gets to

decorate the gym in black lights, balloons, etc. Whatever your group can come up with will be amazing. Seeing the kids' faces when they walk in the gym is so rewarding.

Helpful suggestions from successful Glow Run for another school.

- Use black light reflective tape to mark out the track for the run. Use balloons and anything else that reacts to black light or glows in the dark.
- Make a walking lane, and a running lane.
- Write your school name out in tape
- The more decorations the better, glow glow glow!
- Have each classroom decorate a class flag that the teacher walks around the track with one time with the kids prior to starting their lap time in the gym. Kind of like the Olympics.

Event Day (5-10 volunteers)

Requires someone who would be excited about being the MC for the event and work with the DJ for the event to make a music mix. The ideal MC would be great with kids and energetic. This group also needs to have someone responsible for directing any parent volunteers for the day who would like to mark laps on the back of the shirts. This group of people would be the go to for any volunteers the day of the event in addition to the Glow Run Chair. A person in this group should be responsible for creating the electronic volunteer sign up form and making sure spots get filled. A member of this committee could help direct anyone who volunteers to help for the day as to what to do. This allows the person who has decided to be the MC to just worry about directing the kiddos and getting them hyped up.

Helpful suggestions from successful Glow Run for another school.

- Something that worked out really great was having the last 5th graders actually work on tear down after they are done running. They really enjoy pulling up the tape and it gets done super quick, alleviating the need to have a group of parents volunteer for cleanup.
- A great MC is vital to making sure that the kids have a great time and are excited to make their laps.
- If the group of kids gets done early directs kids to do things like skipping.
- Have them gather in the center of the gym and do the latest dance moves.

Example Prize Sheet

- 1st donation - sticky hand
- \$50 - \$99 - Mega Punch Ball
- \$100 - \$149 - Slap bracelet
- \$150 - \$199 - Glow in the dark slime
- \$200 - \$249 - Kids sunglasses
- \$250 - \$299 - Glow Stress Ball
- \$300 - \$349 - Fidget Spinner
- \$350 - \$399 - Remote control truck
- \$400 and up - mini drone
- Top earner in each grade level earns a scooter
- Top earning class wins a pizza party
- 2nd top earning class wins an ice cream party
- Top two earners in each classroom get 30 minutes to bounce in a bounce house in the gym
- Get entered into a drawing to win a ride with a police officer or fireman
 - Ways to earn entry:
 - Parents create an online donation page with Pledge Titan = 1 entry
 - Turn in donation packet = 1 entry
 - Raise \$50 = 1 entry

Please note that this prize list was used for a school of 310 students and resulted in almost \$30,000 in funds raised for their school Glow Run

See example flyer on the next page



First Pledge:
Sticky Hand

PRIZES



\$250 worth of Pledges:
Flashing Snowballs

\$50 worth of Pledges:
Mega Punch Ball



\$300 worth of Pledges:
Fidget Spinners



\$100 worth of Pledges:
Slap Bracelet

\$350
worth of Pledges will
get a remote control
truck



\$150 worth of Pledges:
Glow in the Dark Slime



First 10 to get \$400
worth of Pledges will
get a mini drone



\$200 worth of Pledges:
Kid Sunglasses

Top earner in **EACH**
GRADE will get:
A Scooter



Drawing Winners:

*Picked up by an officer, siren ride to school, and then have lunch with you.

*Picked up by a fireman in the big fire truck, lights going all the way to school, and then have lunch with you



Top 2 earners in
EACH CLASS will get
30 minutes to bounce
in a bounce house



Top earning
CLASS will get
PIZZA party



2nd top
earning
CLASS will get
an ice cream
party



Example Sponsor Letter

To Whom It May Concern,

[Enter your organization's name] would like to provide the opportunity for local businesses to support our school while advertising on the back of [Enter number of shirts] t-shirts. We will be hosting a Glow Run, which is a fun glow in the dark fitness-focused fundraiser. Each student will receive a customized Glow Run t-shirt to wear for the run. In order to provide all students with these shirts at NO COST to their families, we are partnering with local businesses like yours. Students wear their t-shirts year round as a symbol of pride for their achievement. If you choose to be a sponsor, your business name or logo will be displayed on the back of over [Enter number of shirts] student t-shirts, plus any shirts staff or parents purchase. If you are a Silver or Gold Sponsor, your business name and logo will also be displayed on Pledge Titan, our online fundraising platform. If you cannot sponsor at the Bronze level or higher, you may donate any amount to help make the t-shirts free for all the students.

Sponsor options:

Gold (\$600) -logo and name will be approx. 4"h x 6.5"w and displayed on Pledge Titan with link to your business

Silver (\$400) – logo and name will be approx. 2" x 3.25"w and displayed on Pledge Titan

Bronze (\$200) – Your business name will be smaller on the back of the shirt.

Other- Please indicate how much you would like to *donate* so that all shirts are free to students.

Please fill out the bottom portion and return to [Your Organization Name] by [Date] or email the information to [Enter email address]

Make Checks Payable and Mail to:

[Your organization's name]

[Street Address] [City], [State] [Zip]

Please fill in the information below and return to reserve your business partnership space. **Space is limited!**

Company Name: _____

Mailing Address: _____

Telephone: _____

Email Address/Web Address: _____

Desired Level and Amount: _____

Authorized by: _____ (Sponsor Signature)

Email your logo to: [Enter email address]
