

Donation Drive Made Easy

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!!!
 - o 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.
- o Have classrooms decorate a team flag. If you are having a theme for the glow run you could offer prizes for the best flag.
- o Hang up posters around the school
- o Share what your group plans on doing with funds raised
- o 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!