

It's time for the Brookside Move-a-Thon!

It's time for the Move-a-Thon, where we get our kids involved in raising money to enrich our school community and activities. Brookside families are asked to donate money three times during the year:

- \$175/child Parent Club Classroom Contribution in September to cover classroom activities like as supplies and teacher gifts
- \$900/child to the YES Foundation to support art and music
- \$300/child during the Move-a-thon for the Parent Club's school-wide efforts



We were BLOWN away last year when this amazing community significantly exceeded our fundraising goal. This allowed us to make additional investments in our campus, including the ongoing **significant garden renovation, a gaga ball pit**, the new **giant inflatable Brookside Bear** you've seen at recent events among other things. LET'S DO THAT AGAIN THIS YEAR!

Move-a-Thon 2025 at a Glance

School-wide goal: \$77,000

Per-student goal: \$300

Date: Fundraising through all of March; Move-a-Thon on Thursday, March 27th

How it works: Students spend the month of March raising money, either flat donations or per-lap pledges, from their friends, family, and community. There will be lots of fun, community-building, and prizes along the way to celebrate our progress. Then, on March 27th students will "earn" what they've raised by completing as many laps as possible during the Move-a-Thon event at school.

What we're raising money for: This is the Brookside Parent Club's biggest fundraiser of the year to support many of the programs your students benefit from every day at Brookside, including:

- **Student programs:** Poetry, Children 4 Change, and our new lunchtime clubs
- **Campus enrichment:** improving our campus and amazing garden, new PE/recess equipment
- **Teacher and staff appreciation:** gifts, meals, and treats for all staff and teachers over the year
- **Community events:** Bear Bash, Game Night, Spring School Dance, and Building Bridges
- **Classroom activities:** all daytime field trip, subsidies for overnights, and all class parties

Thank you in advance for giving generously. We know not everyone in our community can make the \$300 per student we're setting as a target, but we hope everyone can contribute something. And for those of you who can afford it, we hope you will give more to help those who can't. That's what makes the Brookside community amazing! We couldn't do it without you!

We have an awesome month planned with lots of exciting ways to get our kiddos involved in fundraising to support our community. Let's do this!

Move-a-Thon Raffles and Incentives

Throughout March, we will hold raffles to celebrate individual, classroom, and all-school achievements.

Individual achievements

School-wide raffles for all students that achieve these goals:

- Get any donation by 3/4
- Make fundraising video by 3/10

Classroom competitions

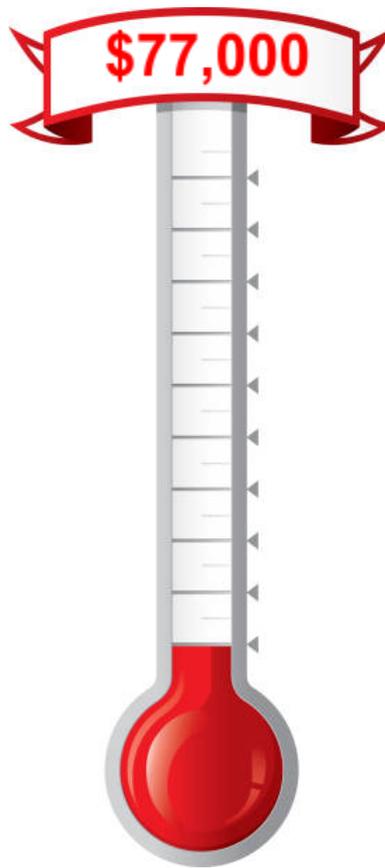
School-wide raffles for everyone in classrooms that achieve these goals:

- Raise \$1000 as a class by 3/3
- Raise \$2500 as a class by 3/10
- Raise \$3500 as a class by 3/17
- Raise \$5000 as a class by 3/24

Classroom celebrations

Class-specific rewards for everyone in classrooms that achieve these goals:

- Raise 25% of classroom goal
- Raise 75% of classroom goal
- Raise 100% of classroom goal



All-school celebrations

Everyone in the school will be entered when the all-school total reaches:

- \$5,000
- \$10,000
- \$15,000
- \$20,000
- \$25,000
- \$30,000
- \$35,000
- \$40,000
- \$50,000
- \$60,000
- \$70,000

**If we reach our goal,
each classroom gets \$\$
for a class party!**

And the prizes will be great!

Lots of awesome goodie baskets like:

- Night at the Movies
- Willy Wonka Treats
- Snackapalooza
- Toys & Trinkets
- Sports Equipment
- Library Lover
- Back to School
- S'mores Galore
- Let's Play a Game
- Young Writers
- Baking Bonanza
- Gamer Goodies
- Day at the Beach
- Nature Lover

Other goodies and experiences like:

- Tommy breeze hats
- Swirl and Revolution 9 gift cards
- State bag backpacks
- Tell a joke over the PA
- Run the front office

Tips for a Successful Move-a-Thon Student Campaign

Set up and follow your student's fundraising page



Check your email for a link to your student's fundraising site. (Or go to <https://app.99Pledges.com/fund/BrooksideMoves> and search for your student.) Each student's goal has been set at \$300. If that goal is too high or too low for your circumstances, change it to be the perfect challenge for your student! Bookmark this site so you can return and track progress.

Engage your network



Brainstorm with your student and create a list of who to contact and how to reach out: family, friends, neighbors, groups/clubs, workplace colleagues, and distant contacts (e.g., your holiday card list). Post on all your social media. Reach out by phone, email, letter, door-to-door, or send handwritten letters! And don't forget to send thank you notes!

Set your student up for the ask



Have your student create a video and talking points that helps them explain:

- Why they are raising money
- What their fundraising goal is
- What the donation will fund
- What they are asking for: (tax deductible)

Seek employer matching gifts



Ask your employer if they offer matching funds. Companies of all sizes utilize gift matching programs. Need more information on how to approach your company? Go to www.BrooksideSchool.org/MoveAThon

Host a fundraising event



Brookside Bears have had a ton of fun and success working together as a class or with their friends to raise money— host a lemonade stand, bake sale, or yard sale. No one can resist cute kids hustling to support their school!

Move and celebrate!



The whole school will come together on March 27th to “earn” what they've raised by completing as many laps as possible during the Move-a-Thon event. Mark your calendar and join us on campus to celebrate that day!

FAQs

Who do I ask if I need help with my online fundraising page?

Danielle Detrick: danielledetrick@gmail.com

How do I volunteer for the Move-a-Thon on March 22nd?

Email event coordinator Lilia. liliacdcarney@gmail.com to sign up.

Can we accept donations by cash or check?

Yes. Place cash and checks in a sealed envelope labeled with your student's name and turn it into the Front Office. Checks can be written to "Brookside Parents Club"

What about Venmo or PayPal Donations?

Parent Club does NOT have a Venmo or PayPal account. If a donor feels comfortable, they can send donations to your personal account and you can donate that amount on your student's page. Please note, tax receipts would not be available for these payments

Should we ask for flat donations or per-lap pledges?

It's up to you! Many donors just want to make a flat donation, which they can do on your student's fundraising page. But for those who want to create an incentive for your student, they can make a per-lap pledge! After the Move-a-Thon on March 27, you or your student is responsible for contacting the donor with the lap information, a donation total based on their pledge and request they pay via website, cash or check. Ten laps will be the minimum pledge. More information on Lap Pledges at www.BrooksideSchool.org/moveathon

Is this donation tax deductible?

Yes! The Brookside Parent Club is a registered 501(c)3.

Tax ID# 94-2623636