

March 22, 2024



# Brookside MOVE-A-THON



## Fundraising Toolkit

Everything you need to know to  
become a fundraising all-star

Page 2	About the Move-a-Thon
Page 3	Letter from The Presidents
Page 4	Raffles & Incentives
Page 5	Pledge Pages & Tips
Page 6	Fundraising Strategies
Page 7	FAQs
Page 8	For The Kids

# MOVE-A-THON BASICS

A Fundraiser For the Kids, By The Kids!

Helps fund programs at Brookside including:

- Curriculum & Enrichment Programs (Poetry Program, Children for Change, Community Art Collaboration)
- Events: Bear Bash, Dances & Game Night
- Popsicle Fridays & Ice Cream Socials
- The School Garden & Beautification Days
- Playground & PE Equipment
- Safe Routes to School
- Updating the Library

What is the Move-a-Thon

How does it work?

**GOAL: \$65,000**

Each Student will collect online donations on their personal pledge page from March 2<sup>nd</sup> – March 31<sup>st</sup>

Students can collect donations on their webpage in two forms:

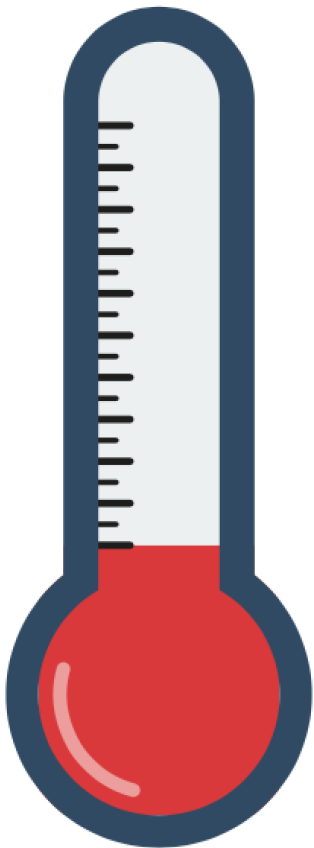
1. Flat Donation
2. Per Lap Pledges

Incentive prizes and raffle prizes will be unlocked for students and classes based on participation and donation numbers.

## Raise Funds & Raise Up Our Brookside Bears!

We're hoping to raise \$290 per student. The Move-a-Thon is the fundraiser our kiddos fought to bring back! So get them involved & excited! Encourage them to practice their fundraising skills and take pride in giving back to their school and help make it amazing!

What's the goal?



# FROM THE PARENT CLUB PRESIDENTS

Dear Brookside Community,

Libbie and Mayme here, your Parent Club Presidents. March is an important month for our community—it's when we come together to raise the money we need to fund all of the important community-building and school enrichment activities Parent Club supports throughout the year.

Brookside families are asked to donate money three times during the year:

- \$175/child to the Parent Club at the beginning of the year to cover classroom-based activities such as supplies, field trips, and teacher appreciation.
- \$900/child to the YES Foundation to support art and music programs and all library books
- \$290/child during the Move-a-thon fundraiser to cover all other Parent Club activities, including campus enrichment and equipment, learning enrichment programs such as poetry and Children for Change, staff appreciation, and all of our awesome community events like this fall's Bear Bash and upcoming Community Dance

We know this is a lot to ask of families and we wish we didn't have to do it! But the way public schools are funded in California, any school and campus enrichment like the programs listed above rely on family and community donations—there just isn't money in our school district's budget to cover these things. If we can't raise our fundraising target, we will have to scale back on the wonderful programs that make our community what it is today.

With a budget of over \$100,000 a year, our school would not be the same without the efforts of many volunteers and the generous donations from our amazing community. Thank you in advance for giving generously. We know not everyone in our community can contribute the \$290/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 this amazing Brookside community we've created! 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!

Libbie and Mayme

# RAFFLES & OTHER INCENTIVES

Join the fun throughout March and win big! As we work together to raise funds, we're unlocking a treasure trove of incentives and raffle prizes for students – all based on our collective achievement as a school and by class!



# PLEDGE PAGE: GETTING STARTED



## STEP 1:

### VIEW YOUR STUDENT'S PERSONAL PAGE

Check your email! You have a link to your student's 99Pledges.com site. It's already created for you! Can't find it? Go <https://app.99Pledges.com/fund/BrooksideMoves> and search for your student.

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## STEP 2:

### IDENTIFY YOUR NETWORK

Brainstorm with your student and create a list of who to contact and how to reach out. Here are some ideas to get you started:

• Workplace • Immediate & Extended Family • Friends • Neighbors • Groups/Cubs • Distant Contacts (Think holiday card list)

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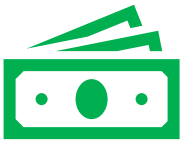


## STEP 3:

### SHARE YOUR LINK

Publicize the event! Tell others about the Move-a-Thon and why they should contribute. Reach out by phone, email, social media, door-to-door... even send a handwritten letter!

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## STEP 4:

### 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](http://www.BrooksideSchool.org/MoveAThon)

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## STEP 5:

### CONSIDER AN ADD-ON FUNDRAISER

Plan a smaller event to support your Move-a-Thon efforts. Organize it as a class or by yourself. Some great ideas are a Lemonade Stand, Bake Sale, Yard Sale or Car Wash.

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## STEP 6:

### TRACK YOUR PROGRESS

You can monitor your individual fundraising progress online. The original email from 99Pledges contains a special link to manage your student's page.

Each student's goal has been set at \$290. ***If you think that goal is too high or too low for your circumstances, you can change the goal to be the perfect challenge for your student!***

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## STEP 7:

### CONGRATULATE YOURSELF!!!

Send your student to school March 22<sup>nd</sup> and come cheer them on as they complete their laps. Take pride in knowing you did your best to support Brookside Elementary School!

# FUNDRAISING STRATEGIES

## Make the Ask In person

**Prepare! Write down your talking points or make a video**

- Say what you're doing & why
- State your fundraising goal
- Explain what the donation funds
- Don't forget, it's tax deductible.
- Ask for the donation by March 22<sup>nd</sup>.

## Send It

**Write a letter, email or text**

- Clearly explain the fundraiser, your goals, how the money will be used and include the 99Pledges website
- Include a photo when appropriate
- Send it to family, friends, co-workers, former colleagues and neighbors & more

## Share It

**Use all your social media outlets**

- Post a link to your 99Pledges page
- Encourage friends to share your post
- Facebook, Twitter, Instagram etc.

## Thank you Notes

**Don't forget good manners**

- Send a thank you note to your donors to let them know you appreciate their contribution.
- Consider sharing how much money the school raised
- State again what their donation will help fund at Brookside

# FAQ's



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

Danielle Detrick: [DanielleDetrick@gmail.com](mailto:DanielleDetrick@gmail.com)



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

Email event coordinator Lilia. [LiliaCDCarney@gmail.com](mailto: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***



***How do "Per Lap Pledges" work?***

After the Move-a-Thon on March 22, 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. 10 laps will be the minimum pledge. More information on Lap Pledges at [www.BrooksideSchool.org/moveathon](http://www.BrooksideSchool.org/moveathon)



***Is this donation tax deductible?***

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

Tax ID# 94-2623636

# MY MOVE-A-THON WORKSHEET

*The Schoolwide Goal:*

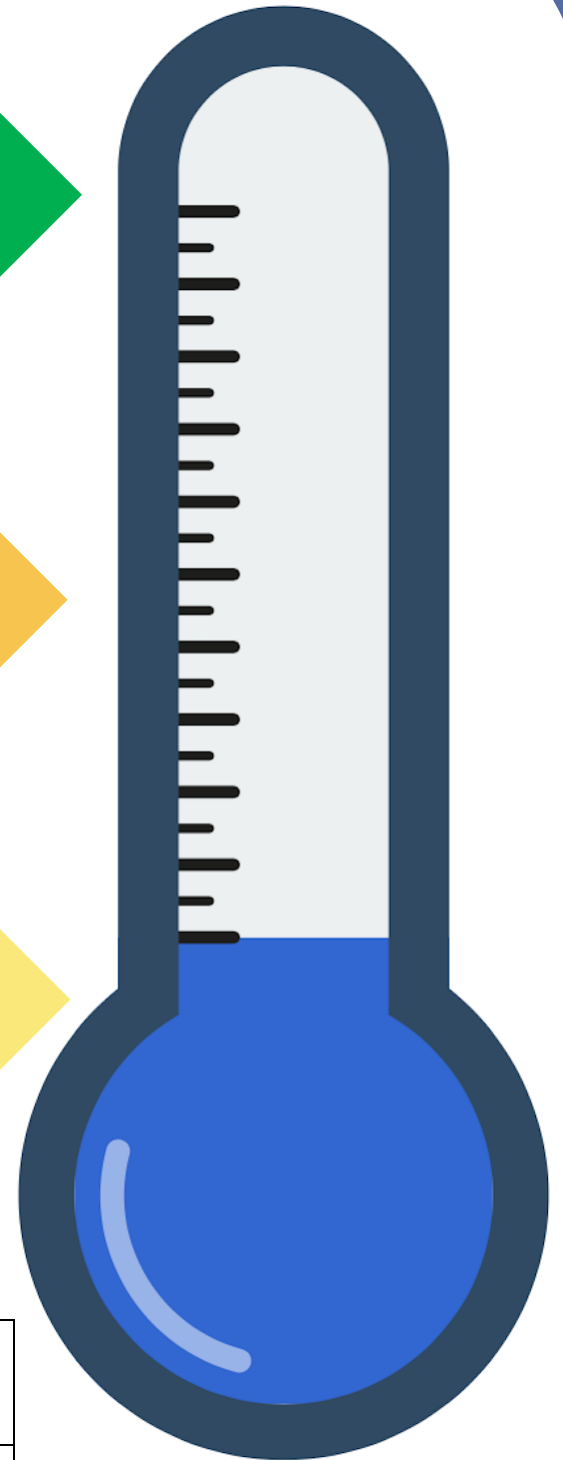
***\$65,000***

*My Classroom Goal:*

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*My personal fundraising goal:*

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## *My Checklist*

<input type="radio"/>	Visit my personal 99Pledges website
<input type="radio"/>	Set personal goal (or keep at \$290)
<input type="radio"/>	Make list of fundraising strategies
<input type="radio"/>	Get my first donation!





# 2023/2024 Brookside School Move-a-Thon Pledge Sheet

Student \_\_\_\_\_ Teacher \_\_\_\_\_

Parent/Guardian \_\_\_\_\_ Email \_\_\_\_\_

Brookside School's Move-a-Thon is Friday, March 22nd! Students are encouraged to collect as many donations as they can. All cash or check donations should be turned into **Brookside Office** by **March 31st** to be counted towards our Move-A-Thon fundraising goal. Thank you for supporting our students and Brookside Elementary School!

**This form is ONLY for donations paid by cash or check**

Donor Name	Paid By Cash / Check	Pledge Amount	Date Collected
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Total Collected

PLEASE MAKE CHECKS PAYABLE TO: **BROOKSIDE PARENT CLUB**  
The Brookside Parent Club is a registered **501(c)(3): 94-2623636**