

Walkathon Fundraiser Tips



Healthy Kids Club®

 UCHealth

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Healthy Kids Club®

WALKATHONS!

Background

For the past several years, a number of area schools have held successful walkathon fundraisers based on the model created by Bennett Elementary School in Fort Collins, Colorado. Healthy Kids club sponsors many of these walkathon events by providing shirts for all participants to wear on walkathon day. We then require that the schools put the amount of the t-shirt donation back into school wellness initiatives (i.e. if HKC provides \$1600 worth of shirts, \$1600 of the funds raised by the walkathon would need to be invested into wellness).

In the 2015-16 school year, HKC sponsored 49 walkathons. These schools raised nearly \$500,000 with more than \$90,000 invested in school wellness!

Walkathon Basics

The walkathon concept is simple – all students receive a pledge form and solicit flat rate donations from family members and friends to run/walk laps at the event. The walkathon is held on a marked course around school grounds, during the school day. Students typically come out to the course by grade level and walk/run for approximately 30 minutes. Volunteers mark laps for all students (typically on back of sponsored t-shirts with a marker); prizes are then awarded to the students who reach target donation levels. Prizes may also be awarded to students from each grade level who run/walk the most laps. Most schools provide water near the course, and a healthy snack (bananas, apples, water) for students when they return to their classrooms.

Advantages of Walkathon Fundraisers

- **100% of funds raised stay at the school!**
- They are successful, raising between \$5,000 and \$25,000 after prizes are paid for!
- Walkathon fundraisers send a healthy message and help build community.
- All students are involved.
- Prizes can be donated or purchased with the proceeds of the fundraiser following the event.
- Kids, staff, and parents have tons of fun!

Tips for a Successful Walkathon and Other Great Ideas

- Start planning early (ideally 3-4 months prior to the event)!
 - If you are a school in Northern Colorado, submit application for Healthy Kids Club sponsorship at least 30 days prior to the walkathon (found online at www.healthykidsclub.org).
 - Form a strong committee including your PE teacher, classroom teachers, parent volunteers, and PTO/A members.
 - Keep prizes and pledge forms simple. Pledge form examples and prize structure ideas are included in this packet.
 - Hold a kick-off assembly (ideally 1 month prior to the event) to get the kids fired up and to explain the fundraiser; emphasize the cool prizes kids can win for collecting the most pledges. If possible, have the prizes at the assembly to show the students what they can win. If you have been awarded sponsorship, promote the Healthy Kids Club t-shirt donation.
 - Come up with creative ideas for no-cost prizes (i.e. Lunch with the Principal or PE teacher for the day).
 - Distribute pledge forms to the kids following the assembly (ideally 3-4 weeks prior to the event) – send pledge forms home again 1-2 weeks prior to the event.
 - When stating the event fundraising goal, explain what it would be per student (i.e. if each student raises \$20, we will meet our goal of \$7,500).
 - Advertise the walkathon in the school newsletter and on the marquee.
 - Include reminders of the event in weekly newsletters and morning announcements.
 - Use the school call-out system to communicate messages about fundraising goals and walkathon details.
 - Have students hype up the event in the school announcements.
 - Host an all-school spirit week and kids can dress in theme during the week prior to the walkathon (i.e. hat day, crazy hair day, funny sock day, etc.).
 - Many schools hold their walkathon in the fall to avoid conflicts with the numerous events that typically occur in April/May.
 - Consider choosing a "rain date" in advance so you have a backup plan in place if the weather doesn't cooperate.
 - Create a day-of checklist to ensure you have everything ready on walkathon day.
 - Encourage students to set personal lap goals. Take pictures of students who meet their goal and create a bulletin board to show off their success.
 - Make the field/course fun! Play music, have water stations, have bubble machines, etc.
 - Ask mascots, cheerleaders, high school athletes, etc. to be present to get the kids excited.
 - Create a traveling trophy that is won by the class with the most laps.
-

Suggested Volunteer Responsibilities

Walkathon Coordinator

- Pull together your team and assign responsibilities.
- Facilitate planning meetings.
- Organize the communication efforts.
- Assemble the walkathon packet for teachers.
- Maintain any pertinent walkathon documents to be passed on to future coordinators.

PE Teacher

- Participate on the committee.
- Advise on the grade level schedule for walkathon day, considering your PE classes and other specials.
- Determine the size of your walkathon course. Make sure it is not too big (kids get frustrated because they can't get many laps), and not too small (kids lose interest after 30+ laps).
- Set up event: put out cones to mark the course, have music playing, have a plan for water.
- Greet each grade as they come out to the course. Do some group stretches before starting the time.
- Organize students at the starting line. Describe the details of the course, time, marking laps, etc. Emphasize that everyone walks/runs at own pace, and that you should focus on doing your best and pace yourself.
- Start the walkathon! Let students know along the way how much time they have left to run.
- Be at the finish line to stop the students at the end of the designated time.
- Monitor lap marking. Allow students to finish their current lap and receive a mark. Any student who has passed the finish line before the end of the designated time, may then finish that lap, receive a mark, and then lineup with their class away from the finish line.
- Solve any problems on race day.

Pledge and Prize Volunteers

- Solicit prize donations from local businesses. Encourage your committee to reach out to personal contacts who may have prize donations.
- Make a prize list with corresponding pledge amounts.
- Consider having individual, class, and even teacher prizes! Some schools set a whole school goal (for example: if the school raises \$20,000, the principal will get slimed).
- Tally classroom pledge totals.
- Create excel list of students with pledge level and their prize award.
- Order/ pick up prizes and distribute to prize winners. Ideally, have prizes on hand to display at the kick-off assembly.
- Determine the lap medalists for each grade level, top runners (if applicable).
- Coordinate the t-shirt ordering process (if applicable).

Volunteers: Day of Event

- Set up tables for water station including small cups and trash cans.
- Deliver t-shirts to individual classrooms at the start of the day.
- Tally laps. To track number of laps, volunteers line up at finish line to mark students. Allow students to finish their current lap and receive a mark. Any student who has passed the finish line before the end of the designated run time, may then finish that lap, receive a mark, and lineup with their class away from the finish line.
- Make sure the water coolers are filled throughout the day.
- Post volunteers around the track to: help encourage students, keep them on the course, watch that students are running in the safe area, administer first aid, help with telling students how much time is left.
- Distribute healthy snacks to classrooms for students to enjoy after the walkathon.
- Provide class lists to teachers so they can record laps at the end of their class time.

Teachers

- Encourage students to be collecting donations between the kick-off assembly and walkathon day.
 - Check pledge forms for completion; full name, amount of pledges, prize choice, etc.
 - Distribute t-shirts to students and have them put them on prior to the event.
 - Bring class out to field at scheduled time.
 - Record the lap number for each student on the class list at the end of the walking/jogging time.
 - **Walk or run laps with your kids! Have fun!**
-

Best Practices for Use of Wellness Money

- PE, recess, or playground equipment
- Fitness balls
- Pedometers
- Running club supplies
- Rock climbing wall and gear
- "Activity Tubs" with brain break resources
- Staff stipends for running clubs or teaching other fitness classes before/after school
- Outdoor sound system/moveable wireless speaker for recess, running club, and other outdoor events
- Banner for advertising walkathon that can be hung in front of school 1-2 weeks before the event
- Disc golf sets
- Water bottle filling stations
- Wellness gift for each student at the end of the year to promote an active summer (i.e. jump rope, frisbee, etc)

“The fun run is a big help to purchase PE and Playground equipment for our school, and best of all we get to promote an active lifestyle... A lot of community and family members come and watch, it is one of our favorite school events every year... **THANK YOU HEALTHY KIDS CLUB!!!!!!**”

~Letford Elementary

Do you have walkathon questions or ideas to share?
contact **Cindy Meland** – Cindy.Meland@uhealth.org



Healthy Kids Club®
WALKATHONS!

Sample Walkathon Forms

Save the Date

A "Save the Date" letter can go home with students a few weeks before the other forms. This will allow families to plan for the event and help you begin recruiting volunteers.

SAVE THE DATE!

What: Bobcat Dash Walkathon

When: Wednesday, September 29, 2010

**Why: For fun, fitness, and to raise money for
technology improvements at Mary Blair**

Mark your calendars and join us for the fun!

If each student raises \$50, we will meet our **\$15,000 goal**, which means this
will be our only major fundraiser this school year.

**Watch your Thursday folder for more details and
contact Jill Smith (jsmith@email.com)
if you would like to help with the event!**

Parent Letter

A parent letter is another option for notifying families about your event. This can provide more specifics about the fundraiser and how families can help. The sample below also includes a t-shirt order form – see additional resources for other t-shirt ordering options.

MARY BLAIR BOBCAT DASH

Wednesday, September 29, 2010



Dear Mary Blair Parents and Families,

We will be holding this year's major school fundraiser on Wednesday, September 29th – the MARY BLAIR BOBCAT DASH! This health-focused fundraiser will be in the form of a "walkathon", with all students walking laps (by grade level) on September 29th. Funds raised will be used for fitness-related equipment, technology updates and student field trips.

Our goal of \$15,000 can be reached if each student raises just \$50 in pledges! Pledges should be in a flat-rate amount (i.e. \$5, \$10, \$20) and money collected at the time of pledge. How can students raise \$50? By asking family, friends and neighbors! Having a lemonade stand or yard sale and donating the proceeds! Doing extra chores!

Also important to note: **If we reach our goal of \$15,000, this will be the ONLY major fundraiser in which we ask for your donations for the school year!** (We will still offer ongoing opportunities such as King Soopers Cards, Pizza Nights, etc.)

Poudre Valley Health System's Healthy Kids Club has generously sponsored the Bobcat Dash and will provide t-shirts for all participating students. Please complete and return the form below by **Friday, September 10th**.

Pledge sheets and money are due by **Monday, September 27th**.

Sincerely,

Traci Gile, Principal, and your Mary Blair PTO

-----Please complete section below and return to school by Friday, September 13th-----

MARY BLAIR BOBCAT DASH

Wednesday, September 29, 2010

Student Name: _____

Student Grade: _____ Teacher: _____

Shirt size: Youth S M L Adult XS S M L XL

Pledge Form - Letter Format

Pledge forms should go home with all students 3-4 weeks prior to the event (ideally following an all-school assembly). A second form can be sent home again one week before your fundraiser as a reminder. Consider doing a call out to let families know these are coming home and when they need to be returned.

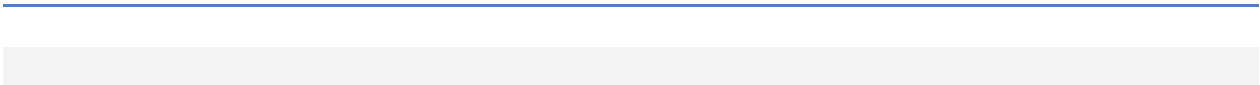
Conrad Ball Middle School JingleBird Donation Sheet

Due Monday, November 29, 2010

Dear Friend/Community Member,

I am participating in the Conrad Ball Middle School JingleBird Walk-a-thon. Proceeds from the JingleBird will go toward technology, field trips, fitness equipment, and other needs for the students at Conrad Ball. You can sponsor me by donating a flat amount (for example, \$10) in turn for my pledge to walk laps on December 1, 2010. In addition to helping our school, you are supporting a commitment to the importance of a healthy lifestyle! I must collect the donations now so I can turn them in before our Walk-a-thon. Prizes will be awarded to the students who raise the most money. **PLEASE MAKE CHECKS PAYABLE TO CBMS.** All contributions are tax-deductible. Thank you SO much for supporting our school!

NAME	DONATION
<p style="text-align: center;">Total Donations Received</p> <p style="text-align: center;">*To reach our goal, we hope that each student raises a minimum of \$50*</p>	





7th Annual
Tiger Fit Charge
WALKATHON FUNDRAISER
Friday, October 11th

- This event allows our students to raise money for their school without selling merchandise, while promoting wellness and fitness.
- **100%** of the money collected will go directly to Tavelli PTO and Wellness Programs. ***THIS IS THE PRIMARY FUNDRAISER OF THE SCHOOL YEAR!***
- **Donations are tax deductible!**
- Students will walk/run around a designated course on the Tavelli field, during the school day on October 11th
- Awesome PRIZES will be earned for donations, as well as completed laps
- **This is a flat donation event, not a per lap pledge**

PARENTS, come join the fun!!

See the schedule below for times that your student(s) will be out on the field. Stop by and walk or sign up to volunteer and help make the Tiger Fit Charge a success!

If you would like to volunteer, just let us know at tavellipto@gmail.com

2013 Walk.a.thon schedule

9:15 - 9:45 - AM Kindergarten
10:00 - 10:45 - 5th grade
10:50 - 11:35 - 3rd grade
12:05 - 12:50 - 4th grade
12:55 - 1:35 - 2nd grade
1:40 - 2:25 - all day Kindergarten
2:25 - 3:10 - 1st grade

***remember to schedule a break
for teachers and volunteers!**



TIGER FIT CHARGE

**donation forms must be submitted by
October 11th to be eligible for prizes!**

Students will be eligible to win prizes for fundraising and most laps walked:

INDIVIDUAL FUND RAISING!

For every \$25 a student raises, they will earn a ticket with their name on it. Each ticket will go in a prize drawing. The more money they raise, the more tickets they earn! The more tickets they earn, the better their chances of winning these AMAZING PRIZES:

- family 4 pack of tickets to see the FORT COLLIN'S FOXES
 - a FUJI INSTAX MINI instant camera
 - dinner for 6 at NOODLES & COMPANY
- tickets for 4 to a COLORADO EAGLES hockey game
 - family game night from CLOTHES PONY
- cooking classes at FOODIES! CULINARY ACADEMY
- tickets for 2 to Tito Puente Jr. at the LINCOLN CENTER
 - a \$50.00 SPORTS AUTHORITY gift card
- one of 4 \$20.00 DICK'S SPORTING GOODS gift cards
 - tickets for 4 to the DENVER BOTANIC GARDENS

5 GRAND PRIZE WINNERS!

The top 5 fund raisers in the school will be eligible to win one of these GRAND PRIZES:

- a GOOGLE NEXUS 7 tablet!
- a sweet CRUISIN' BOARD (skateboard with helmet and pads!)
 - an awesome CRUISER bike (with helmet)!
- lunch in style with Ms. Hendricks (you get to go in a limo)!
- PE teacher for the day with Mr. Deal (lunch included)!

CLASS PRIZES!

- the top 2 classes with the most money raised and the top 2 classes with the most laps (two in grades K-2 and two in grades 3-5) will be going bowling at Chippers Lanes!

* Many thanks to the following sponsors for their generous donations: Chipper's Lanes, Healthy Kids Club, Heather May with SHI, Clothes Pony/Dandelion Toys, the Colorado Eagles, the Fort Collin's Foxes, Foodies! Culinary Academy, Sports Authority, DICK's Sporting Goods, Noodles & Company, Denver Botanic Gardens, the Wright Life, and the Lincoln Center!

Safety First!

Seek donations from your family and friends.

Never go into a stranger's house! Do not go door to door after dark!

This year, a portion of Walkathon proceeds will help Tavelli purchase iPads to assist teachers in achieving common core math standards.

Your donations will also help fund...

- **Field Trips**
- School Assemblies
- Dream Team
- Field and Playground Equipment
- Classroom supplies
- Wellness Education
- and SO MUCH MORE!

Name	Donation \$\$\$\$ flat donation - not per lap	Cash, Check, or Online
Ex: Mrs. Generous Donor	\$20.00	cash

Tavelli Thanks You For Your Support!

Reminder Pledge Form

This form can be sent home one week before the event.



TIGER FIT CHARGE DONATION FORM

Please return donations with this completed form on or before the
Tiger Fit Charge Walkathon day – October 11.
FORMS MUST BE RETURNED BY 10.11 TO BE ELIGIBLE FOR PRIZES!

Name _____ Teacher _____

Please make checks out to Tavelli PTO. Donations are tax deductible

Name	Donation \$\$\$\$ flat donation – not per lap	Cash, Check, or Online
Ex: Mrs. Generous Donor	\$20.00	cash

Total \$ collected _____ Phone # _____

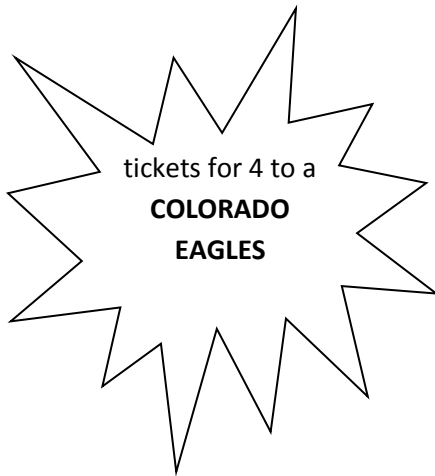
Parent Signature _____

Safety First! Seek donations from your family and friends. Never go to a stranger's house! Do not go door to door after dark!



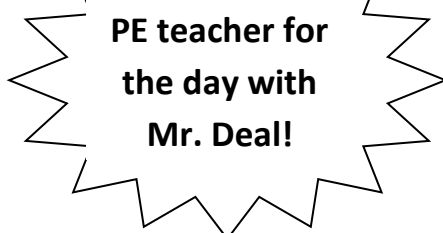
TIGER FIT CHARGE PRIZES

for every \$25 in donations you raise, you will earn a ticket into a drawing for these AMAZING prizes!



additional prizes include: tickets for 4 to a Foxes baseball game, tickets for 2 to the Lincoln Center, tickets for 4 to Denver Botanical Gardens, family game night from CLOTHES PONY, and a cooking class at FOODIE'S!

AND THE TOP 5 FUND RAISERS WILL BE ELIGIBLE TO WIN ONE OF THESE AMAZING GRAND PRIZES!



T-Shirt Size Form

If you choose not to send a t-shirt order form home with a parent letter, you can have your teachers determine what sizes they will need for the students in their class. The student listing for each class can be printed on this form to make ordering easier for the teachers. A member of your school's office team may be able to assist with printing the listing.

WALKATHON T-SHIRT ORDER

Teachers: Healthy Kids Club is generously sponsoring our 2013 Walkathon! They are providing shirts for all students and staff members. Please indicate how many of each size t-shirt you will need for your class. Don't forget to include yourself in the order!

Submit completed form to Jane by Monday, September 30th.

YS	YM	YL	AS	AM	AL	AXL	AXXL

Teacher Prize Flier

If you choose to have a special incentive for teachers, a separate flier can help you spread the word. This is an effective way to help get teacher support in promoting the event and teacher participation on walkathon day.

TEACHERS!

**WALKATHON IS COMING AND A
\$25 TARGET GIFT CARD COULD BE YOURS!**



2 GIFT CARDS WILL BE AWARDED:

**1 GIFT CARD WILL GO TO THE TEACHER WHOSE CLASS
RAISES
THE MOST MONEY FOR WALKATHON.**

**1 GIFT CARD WILL GO TO THE TEACHER WHO
WALKS/RUNS THE MOST LAPS ON WALKATHON DAY.
(INDIVIDUAL TEACHER WHO WALKS/RUNS THE MOST LAPS*)**

?S ABOUT WALKATHON - EMAIL tavellipto@gmail.com



TIGER FIT CHARGE WALKATHON



**TEACHERS - DON'T
FORGET ABOUT THE \$25
GIFT CARDS JUST
WAITING TO BE WON!**

**ONE CARD WILL GO TO THE TEACHER WITH THE CLASS WHO RAISES
THE MOST MONEY!***

**ONE CARD WILL GO TO THE TEACHER WHO WALKS/RUNS
THE MOST LAPS ON FRIDAY!**

Remind your students to bring in their pledge forms and donations on Friday - they must turn in their forms on Friday for the money to be included in your class total for the prize!

***To account for the variance in class size, we will take the total amount each class raises and divide it by the number of students in the class. The teacher with the highest average per student will win!**

Teacher Letter - Example 1

Let teachers know more about the event and their role with a separate teacher letter.

Mary Blair Bobcat Dash 2010

Woo Hoo it's finally here!!!

Teachers, please refer to this informational sheet to help to make the Dash run smoothly.

Enclosed in the starter kit

*All T-shirts for your class

*Class roster with shirt sizes (note if the shirt size on the roster is shaded, then the size was a "best guess")

Please, don't pass out the shirts until the morning of the event. We fear if the kids take them home they may forget to bring them back for the walk.

A parent volunteer will come to your class about 15 minutes before your start time and escort the class to the track for pre-walk warm-ups. We encourage teachers and staff to walk with the students. After the walk we will have fruit and water for the students.

Please, have the students dressed (in shirts and sneakers) and ready about 15 minutes before your assigned time. We have encouraged the students to "GO GREEN" by bringing their own reusable water bottle; please have them fill them before leaving the classroom (we will have cups available on the field but it may become hectic out there).

If the students reach the goal of \$15,000.00, there will be an all-school assembly on Friday, October 1, 2:30-3:00 for the SLIMING of the principal.

Mary Blair Bobcat Dash Schedule

9:30-10:00	Kindergarten
10:05-10:35	1 st Grade
10:40-11:10	2 nd Grade
11:15-11:45	4 th Grade
12:30-1:00	3 rd Grade
1:05-1:35	5 th Grade

Thank you again for all you do for our children!



The Tiger Fit Charge Walkathon is coming up on October 11, 2013! **We need your help!**

The Walkathon packet of information went home with your students last Thursday. A copy is attached for your information. Take a moment to talk with your students about the importance of this fundraiser. The Tiger Fit Charge supports our PTO and Wellness programs and helps pay for things like field trips, assemblies, and playground equipment.

Remind your students now:

- ❖ Every class is involved! The 2 classes (one K-2 and one 3-5) with the most combined donations and 2 classes (one K-2 and one 3-5) with the most laps will all win a field trip to Chippers Lanes!
- ❖ The prizes this year are AWESOME (see attached packet)! And, students only need to collect \$25 to be eligible to win!
- ❖ Any donation is great – even small amounts add up quickly.
- ❖ Encourage them to ask many people they know such as extended family and friends. Remind them safety is very important. They should only ask for donations when they are with their parent/guardian, and during daylight hours.
- ❖ **DONATIONS MUST BE TURNED IN BY OCTOBER 11th FOR STUDENTS TO BE ELIGIBLE FOR THE PRIZE DRAWING.**

On Walkathon day:

- ❖ Please collect all donations first thing and bring them to the front office.
- ❖ Walkathon t-shirts will be distributed to your classroom at the beginning of the day.
- ❖ Please have all students in their t-shirts and ready to go 15 minutes prior to your start time (see attached packet for Walkathon schedule).
- ❖ Just prior to your start time, take students to the east side of the back field.
- ❖ Again this year we will be tallying laps on the back of the Walkathon t-shirts.
- ❖ Mr. Deal will start each grade with an opening announcement.
- ❖ Students will walk/run for 30 minutes - **please walk with your students.**
- ❖ Total laps will be counted **BEFORE** the students return to your classroom. ***Please do not head back inside until your class is recorded.***
- ❖ A small snack from PTO will be waiting for the students back in your classroom (unless your class goes immediately to lunch following their walk time).

If you have any questions, please email tavellipto@gmail.com - thanks so much for your support!

Appendix A – Online Fundraising

Many schools have inquired about online fundraising options, and a few schools have ventured into the arena of online fundraising as a way to supplement the donations collected in person.

The online options are constantly changing, and we encourage you to research the online fundraising platform that best meets your needs.

As of June, 2015, Healthy Kids Club staff members have researched the following options:

1. ***If you already have your own webpage (ie: PTO/A webpage or wellness team webpage), you can create a PayPal account, and add a PayPal “Donate” button to the web page. Donors do not need a PayPal account to make a donation. PayPal will keep a percentage of proceeds raised.***
2. ***If you do not currently have a website, and would like more assistance with creating an event specific website, there are various fundraising website companies that can provide this service. We encourage you to do an online search for the fundraising website that best meets your needs.***

**Thank you for your commitment to
the health of your students and for
planning a healthy fundraiser!
We wish you much success with
your event!**



Healthy Kids Club
WALKATHONS!