

STEP-BY-STEP GUIDE

Take Your THON From Bland to Grand!

KICK OFF DATE: _____

ENVELOPE TURN-IN DATE: _____

EVENT DATE: _____

CHAIR PERSON: _____

Color-A-Thon



Schoolathon.org | 844-538-4015

Congratulations on your decision to do the BEST FUNDRAISER EVER!



Use this guide to ensure your success and the enjoyment of all your participants. Write notes, keep track of volunteers and jot down great ideas! *Plus it will be a great resource for next year's event!*

Throughout this guide, we will mention our **SPONSOR INFO** as a source for tools that you can download and use for FREE! These will include videos, promotion tips, tutorials and more! Many of these items can be customized to fit your event.

Visit www.schoolathon.org and click the "Sponsor Info" link, located in the upper right corner of the website



70 DAYS PRIOR to your School-A-Thon Event:

Do Steps 1-7 to get a head start on your event.

1. Choose Your DATES

Successful School-A-Thon events need about 7 weeks of planning and implementation starting at the signing of your reservation form. Make sure you give your event the time it deserves. You won't be sorry!

- Reservation Turn-In Date** (7 weeks before your Event Date)

By now your Sales Representative will have turned in your Reservation Form to our School-A-Thon Support Staff.
- School-A-Thon Event Date & Time** (Your starting point...just count backward for your other dates)

Most School-A-Thon events take place after school or on weekends. We even have schools that hold their events DURING the school day as an extra reward incentive for students.
- Kick-Off Date** (5 weeks before your Event Date)

The Kick Off sets the momentum for your event. This is your opportunity to create excitement! The more excited the students are, the better overall success your event will be. You could do it at an all-school assembly or go from classroom to classroom. Don't forget to arrange the date, time and other details of your Kick Off with School Administration. See our Kick Off Section for more tips.

2. Choose Your School-A-Thon Event LOCATION

- Your space needs to hold a LARGE amount of people.
- Adequate parking & restroom facilities or portable bathrooms
- Access to power or a generator for the MUSIC and the ARCH (if used). Music is essential for a fun event!

IMPORTANT! Always get permission for the location of your Event from school administration if held on school grounds, in the school, or from city/town officials if you want to have it at a local park or use public roads.

3. Recruit Your VOLUNTEERS

This is one of the few times that getting volunteers is easy... Everyone wants to be part of a School-A-Thon Event! Start collecting the names, phone numbers, emails and shirt sizes (for volunteer Crew t-shirts if ordered) of your volunteers. The more volunteers you have and the more prepared you are, the better your event will be. Find a Coordinator for each section (**you can combine Coordinator positions if needed**) and **make them responsible for providing enough volunteers to accomplish their task.**

Business/Sponsor Coordinator

One of the benefits of our program is the ability to sell rotating banner ads on your Event Website and your Students' Donation Websites. This will reach thousands of potential customers for local businesses. The amount you charge is up to you, but we suggest \$500. Some schools find it more beneficial to trade the ad spaces for items they will use at the event, i.e. D.J., bottled water, juice boxes.

Download the Advertising Sponsor Info sheet from the **SPONSOR INFO PAGE**.

Coordinator Name: _____ Shirt Size: _____

Email: _____ Phone: _____

* Packet and Rewards Distribution Coordinator

This person is responsible for getting the Donation Envelopes to the homerooms on or before the day of Kick-Off and also distributing the rewards bags to students prior to the event. These bags include the t-shirts and other rewards the participants have earned. The rewards bags will arrive sorted by Teacher Name or Student Last Name, it's your choice.

Coordinator Name: _____ Shirt Size: _____

Email: _____ Phone: _____

Donations Coordinators (Two People Needed)

These people are responsible for collecting the donation packets, verifying and entering money for each student with our **InstaRaise Software**.

Coordinator Name: _____ Shirt Size: _____

Email: _____ Phone: _____

Route & Color Station Coordinator for Color-A-Thon Events

This person is responsible for mapping out the route of the event. They will designate the Color Blast stations along the route. 2 adults are needed for each Color Blast station and for the START and the FINISH lines of the route. We provide bulk dye based on the volume of donations raised! The amount depends on total donations or registrations. We suggest a Color Station at the start, end and midway through the run. You might be able to add two or 3 additional stations along the route depending on how much color you earned.

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Volunteer: _____ Email: _____ Shirt Size: _____

FOR COLOR-A-THONS:

Check out the **SPONSOR INFO PAGE** for Health and Environmental information regarding our Color Dust.

3k or 5k Event?

Elementary students do better with a 3k or shorter event. Make sure everyone knows that they DON'T have to run! Participants can walk, dance or cartwheel around the course! It is meant to be fun for all!

Map Out the Route

Clearly define your path. Use your track, football field or sidewalk going around school property. Clearly mark the path the day of the event with the small flags we provide to you. Many schools find it helpful to use additional cones from the physical education department to help define the path.



Donation Envelope

Water Coordinator

This person is responsible for setting up a water station at the event. Many schools find a local store or sponsor to provide bottled water for the students. If you don't have a local supporter, you will need to provide access to water.

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Party Perimeter Coordinator

This person will need to mark the area for the Color Blast Party with cones, flags and/or roping. Because of the distance the powder travels in the air, rope a 50 ft. perimeter around the D.J.

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

First Aid Coordinator

It's not likely you will have an injury, but it's advisable to have someone on hand for the occasional stubbed toe or scraped knee. A first aid kit with band-aids, antiseptic, etc. is recommended. Check with your school nurse.

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Clean-Up Crew Coordinators *(Four People Needed)*

Volunteers need to arrange for garbage cans and bags. The pick up at the end goes very quickly. The volunteers to pick up the wrappers, packets, garbage, cups, etc. For Color-A-Thons, it is advisable that someone bring a portable leaf blower to blow the dye off the participants and grounds.

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Route & Color Station Coordinator for Color-A-Thon Events

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Official Photographer & Video Coordinator

Your event will be remembered for years to come. Capture it with video and still photography. Record and take photos at your Kick Off, of the fun stuff that goes on during the donation period and the School-A-Thon Event itself! If someone has a Go-Pro camera, have them wear it during the event. Drones are great to use at outdoor events too! It makes a great video! **Wrap your equipment in a clear baggie to ensure that the color dust will not do any damage.**

Coordinator Name: _____ Email: _____ Phone: _____ Shirt Size: _____

Social Media & Promotions Coordinator

You're doing a School-A-Thon event to raise money... so maximize your donation potential by promoting it!

Keep the parents in the loop and let your community know about it too! It's also a great idea to have a person in charge of your event's social media campaign. Use all the social media channels you have at your disposal to spread the news and get more donations. Visit the **SPONSOR INFO PAGE** and download the *(Top 10 Ways to) Promote Your Event* and **Social Media Tips**.



Upload your pictures to your Facebook, Twitter and Instagram sites - and be sure to tag #schoolathon. The more you promote how fun it was, the more money you will raise the next year!

Volunteer Coordinator

Utilize this person to organize your volunteers on the day of the event. Give them the list of where the volunteers need to go, and have them direct your volunteers to the right spot.

Coordinator Name: _____ Shirt Size: _____

Email: _____ Phone: _____



A great way to thank your staff volunteers is to give them a yellow "Crew" t-Shirt!

(It also makes them easy to spot during your event!)

Available for purchase.
Order form found on your
SPONSOR PORTAL

4. Approve the PARENT LETTER

You will be sent a template of the Parent Letter to approve. The information on this piece is taken from your reservation form. Please read it carefully and respond back within 48 hours. This will ensure that your packets arrive in time for distribution.

5. Start to Sell Your Supporting ONLINE ADVERTISING

You have the opportunity to sell corporate advertising spots on your Event Website and Student Web sites. Be sure to secure these advertisers **BEFORE Kick Off** to maximize the exposure. Local companies like to donate and support family-friendly events. You can charge what you want for these spots, we suggest \$500 each. Use them in exchange for product or services you need for your event such as a D.J. or a grocery store that will provide bottled water.

Send the logos to art@schoolathon.org and we will create the web ad.

We can accept .jpg or .png files only. The width of the ad is variable but the maximum height is 88px tall. Also include the URL/web address for each banner ad to link to. Once an ad is placed, it cannot be edited or changed.

Download and customize the Supporting Advertiser Information Sheet and send to potential advertisers. You will find it on the **SPONSOR INFO PAGE**.



6. Reserve & HIRE YOUR D.J.

Many schools find it worth the money to hire a D.J. He/She can arrange the music and microphone for the event. They can also give directions prior to the event and promote the PARTY.



7. Plan Your KICK-OFF

This is your opportunity to get your students, staff and parents excited about this fantastic fundraiser.

Set aside some time for an all-school assembly. Order a Kick-Off Kit and line up staff to participate in the demonstration of SCHOOL-A-THON FUN. The Kick Off Kit contains a sample of some of the Rewards, a t-shirt and other samples. Download the Kick Off Videos from the **SPONSOR INFO PAGE**.

Arrange the date and the time with School Administration. Most Kick Offs take about 20 minutes. Line up your Kick Off Commentator and Emcee.

This Kick Off will inform the students...

- WHY they are doing this School-A-Thon Event
- WHAT Rewards they will receive for the donations they raise
- WHO to share their donation envelopes with
- HOW to register online and get Instant Rewards and more donations
- WHEN the School-A-Thon Event will be held



7 DAYS PRIOR to Your Kick-Off:

1. **Confirm Kick-Off Time with School Administration.**
2. **Make sure Donation Envelopes & In-School Incentive Supplies Have Arrived.**
3. **Confirm Your Audio Visual Equipment for the Kick-Off Video.**
THE VIDEO IS THE MOST IMPORTANT PART OF THE KICK OFF!
4. **Check to Make Sure Your Online Event Site is Up and Running.**
5. **Hang Your School-A-Thon Coming Soon Posters.**

The lunchroom, on the playground doors and at the school entrance are ideal locations for your posters.



THE DAY of Kick-Off: Time to Have Some Fun!

Hand Out Donation Envelopes and Rewards Information!

Be sure that each student goes home with a donation envelope and the Rewards information that day! Do NOT wait to hand out packets at a later time because you will lose the momentum of the Kick Off. Most students get their biggest donations on the first night!

If your group is participating in the COLOR CLUB:

It can get expensive to have entire families participate in a Color-A-Thon Event. This is our way of making it more affordable and more fun! Color Club members can be siblings, cousins, or even neighbors...there is no age limit!

Instructions: When students reach \$60 in donations, they can add one person to their Color Club for FREE!

The student simply writes the person's name on the Color Club insert, provided with their donation envelope.

The Color Club members don't have to register online! You (the sponsor) will add them when the envelopes are handed in.

After the first \$60, students can add someone for every additional \$30 they raise...up to 6 Color Club members.

Plus EVERYONE gets a FREE t-shirt and color pack.



AFTER the Kick-Off:

Use the Daily Announcements & FREE Marketing Tools

Keep up the energy with the daily announcements. Have your principal, chairperson or Student Council Representative read these. Keep your social media humming with reminders. Have your sellers use the TEXT Messaging Feature to promote their sites. Use the FREE Marketing Materials to promote your event. Download the *Email Announcements*, *Promotional Tips*, *Social Media Tips* and *Social Media Banners* from the **SPONSOR INFO PAGE**.

*In-School Incentive Program

Promote the In-School Instant Reward for registering online. School-A-Thon provides an incentive reward FREE to you along with the Rewards Flyers and Donation Envelopes. This will encourage students to register online and help your organization get more donations!

Staff Participation

Use the items in the Kick Off Kit and have different staff members wear the prizes each day, and or during the kick-off event. It's fun for students and teachers, and keeps the excitement level up for the duration of the donation period.



2 to 6 WEEKS PRIOR to Your Event Day:

*Donation Period – Donation Period is 3 Stages

STAGE 1: Kick-off day through Envelope Turn-in date. This is the sales period, approximately 2 weeks. All donations and registrations qualify for t-shirts, dye packs, and prizes.

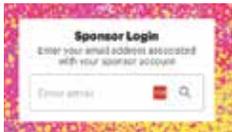
STAGE 2: Kick-off day through Event Pull: 14 days before your event. Most of the donations and registrations have been made during sales period however, all donations and registrations still qualify for t-shirts, dye packs, and prizes.

STAGE 3: Event Pull through the Day of the Event. Online donations and walk ups may still occur but these donations will only receive prizes if they are requested by the group with a Sponsor Order Form. Please note these items are not guaranteed to arrive before the event.

*Envelope Turn-In & Enter Donations – Your Sales Rep Will Give You Date of Turn-In.

Your Envelope Turn-In Date should be 18-25 days before your event (14 days before your Event Pull Date).

This will give you time for late orders to trickle in and for your group to enter the in-hand cash and check donations and registrations. One of the many benefits of our program is the ability for students to collect in-hand AND online donations. Students will turn in their donation envelopes containing cash and checks. Your donation team will be responsible for entering the dollar amounts turned in by the students into our InstaRaise Software Site. These orders need to be completed 14 days before your event to ensure School-A-Thon can create reports, package the orders individually for all participants and ship to your location with time to spare.



If a student has turned in a donation envelope but has not registered online, you will have to register the student on our InstaRaise Software Site. Instructions are online and in the sponsor packet.

When both the in-hand and online donations are entered into the system, our School-A-Thon staff will make sure the child gets the awards/prizes they have earned. We have included a parent waiver on the donation envelope and on the online sign-up. Keep signed waivers for your records.

> Sponsor Login: (Enter email and password information that was created by you at the start of the campaign)

Final Report Pulled for Rewards & Supplies – 14 Days Before Your Event Date.

School-A-Thon will pull a report for shipment of students' rewards and additional supplies you may request for your School-A-Thon Event.

The Event and Student websites will stay open till the END of your event to allow for WALK-UP PARTICIPANTS and ADDITIONAL ONLINE DONATIONS.



3 to 8 DAYS PRIOR to Your Event Day:

Watch for Your School-A-Thon Supplies Shipment

Student rewards, t-shirts, bulk color, route markers and arches will be shipped to the address listed on the reservation form.

Confirm the Arrival of Your Prize Kits and Supplies at Least 5 DAYS Prior to Event!

Your event kit, student incentives, and small event flags to mark the course will be included in this shipment. Rewards are sorted alphabetically by students' last name. Hand these out on the day of your event. The students can then wear and use the rewards they earned during the School-A-Thon event. We suggest you check to make sure all students prizes are accurate 3-5 days before your event.

1 WEEK PRIOR to Your Event Day:

Remind Students of the Date a Full Week Before the Color-A-Thon Event!

After all the donations are turned in, the fun really starts! Remind the students when and where the Color-A-Thon will be held a full week before the event. Tell them to bring a change of clothes or towel for the ride home. Let them know that donation sites are still open (Students will not receive rewards for last minute donations) and that people can still register to participate (if you are allowing outside participants). Utilize the "Email Students" option on Insta Raise Site or your school/group's social media sites or email notification system.



THE DAY of Your School-A-Thon Event!

Volunteers

Make sure your volunteers are ready to have some fun on the day of your School-A-Thon event. Have them arrive two hours before the start. Hand out volunteer t-shirts and be sure that your facilities are set. Have an additional table for Walk-up Registrations. Set out the water and watch the fun begin!
Be sure to have all late registrants and walk-ups entered into our *InstaRaise Software Site* within 24 hours of the event.

Set-Up for Color-A-Thon

Set up the Arch as well as the flags marking the route. Place bulk color at color stations. Set up for the Color Blast Party. Mark your perimeter and be sure to have electricity available. Set up tables so your volunteers can register the students. Remember: Rewards will be divided alphabetically by student or sorted by teacher.

Have FUN!

On Your Mark! – Get Set! – GO! During your Color-A-Thon event, students, faculty, family and friends will have a blast walking, running, dancing or turning cartwheels till the end. If you hired a D.J. for your Party, make sure they are set up and ready to go with music.

Clean-Up

When it's Done the Clean-Up is Simple. Be sure to have garbage receptacles placed around the registration table and near the course. If you used a School-A-Thon Arch, please pack that up and send back to School-A-Thon using the pre-paid return label provided to you. Use leaf blowers to blow off excess color dust from participants, sidewalks and grounds. We have full information about our Color Dust on our SPONSOR PORTAL.

Enter Late Donations & Walk-Up Registrations

Enter in all your walk-up registrants and late donations to the Insta Raise Software Site. Email support@schoolathon.org when you are finished.

Send Arch Back to School-A-Thon or Your Rep

A return UPS label will be included in your shipment for the arch if your sales rep did not supply them. Return within 2 days!



1 WEEK AFTER of Your Event:

Have a Wrap-Up Meeting

Schedule a meeting one week after the event with your volunteer coordinators. Go over the high points, share experiences and discuss any ways that may help to improve your event for the next year. Be sure to have all late registrants and walk-ups entered for a final report.

Schedule Next Year's School-A-Thon Event!

Take this opportunity to schedule next year's event with the school and with your School-A-Thon representative to guarantee your event on the schedule.

Your School-A-Thon Representative is: _____

Phone: _____ Email: _____

Next Year's Event Date: _____



Color-A-Thon

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