



# #JOG-A-THON

Our program is designed to be your stress-free fundraising solution! Just follow our lead while adding your own TWIST of fun and excitement. We've got the technology, process and automation secret sauce! Let's do this! Plus, we'll give you our blueprint to an epic event day where students run laps around the track or on a pre-determined course. By the end of your Jog, your students will be begging you to do another event and you will have raised money... lots and lots of money.

1.



## GETTING READY TO ROCK YOUR FUNDRAISER

Pre-Planning and Kick-Off Day

2.



## STUDENT & PARENT REGISTRATION

The MOST Important Part of the Fundraiser

3.



## FUNDRAISER KICK-OFF DAY

Get Excited, the Fundraiser Starts Now

4.



## DURING & POST FUNDRAISER

Keeping the Momentum Going

5.



## EVENT DAY

Here's a Comprehensive List to Keep you Sane 😊

6.



## FAQ

The Rest of your Questions Answered



## GETTING READY TO ROCK YOUR FUNDRAISER

Pre-Planning and Kick-Off Day



### 8 Weeks Prior to Start Date: Set up Pre-Planning Meeting with Your Representative

GOAL: Get super-prepped for an organized launch. We'll help do the heavy lifting!

#### INFORMATION TO GATHER

- Pick fundraiser kick-off and end dates
- Total enrollment
- Goal amount & reason for fundraising
- Decide who checks will be payable to
- 2-3 tentative event dates
- Begin discussing custom parent letter
- High-res image of group logo or picture for cause site



#### Spirit Gear Option:

1. FundGive Standard T-Shirt
2. Custom T-Shirt



Our Spirit Gear team can provide your group with cool t-shirts for your event day or to send home after the event! Whether you go with our standard event day shirt OR a customized t-shirt, your students will be fitted with awesome gear.

#### FUNDGIVE STANDARD T-SHIRT

- **OPTION 1:** Pre-order and receive with your kick-off kit to promote participation during the fundraiser.
  - Shirt sizes should be collected before the fundraiser by using the Student and Staff Order Form provided by your representative.
  - Requires up to a 2 week notice prior to kick-off day.
  - Submit your Student and Staff Order Form to your representative.
- **OPTION 2:** Order post-fundraiser and receive to use for your Jog-a-Thon Event Day!
  - We collect every student's t-shirt size at registration. Less work for you!
- Rock-bottom pricing for t-shirts when purchased alongside FundGive

## FUNDGIVE CUSTOM T-SHIRT

Our graphics team can produce your custom designed t-shirt for use during the fundraiser or for event day.

- **OPTION 1:** Pre-order and receive with your kick-off kit to promote participation during the fundraiser.
  - Shirt sizes should be collected before the fundraiser by using the Student and Staff Order Form provided by your representative.
  - Requires up to 4 weeks for production and shipping after order placement.
  - Submit your Student and Staff Order Form to your representative.
- **OPTION 2:** Order post-fundraiser and receive to use for your Jog-a-Thon Event Day!
  - We collect every student's t-shirt size at registration. Less work for you!
  - Requires up to 4 weeks for production and shipping after order placement.
- Price varies depending on t-shirt vendor, number of colors, etc.

## PRIZES & INCENTIVES

Work with your representative to create promotions and prizes that make sense for your group. Daily incentives and cumulative prizes will maximize your sale!

- Don't forget to establish "Halfway point goals!"  
Ex: The Principal runs a mile around the track when 50% of the goal is reached/50% of students have registered.
- Determine participation level (items or amount sold) needed for students to attend Event Day.



[Click Here to check out our](#)

[101 Low Cost/No Cost Prize Ideas](#)  
guide to pick something amazing!

## NAME YOUR EVENT

Etch your event into the Hall of Fame of Jog-A-Thons and take pride in your school by creating a clever name that students will be talking about for years to come. If you are the Awesome Elementary Huskies... why in the world would we just call it a Jog-A-Thon when we can call it the "Annual Huskie Hustle"? Your behavior programs, uniforms, marquee, etc. are all branded toward your school... so your Jog should be too!

## SET DRESS UP DAYS THROUGHOUT THE FUNDRAISER

Do you have to have dress up days? No. Will your students have more fun and raise way more money if you do? YES... 1,000 times YES! Create excitement by choosing days during the fundraiser that students dress up at school. Dress up days are walking advertisements for your fundraiser.

- Fundraiser Dress Up Days: Be sure that your principal gets in on the fun! Mismatch Monday, Wacky Hair Wednesday, Crazy Sock Day, etc. Check out Sponsor Dashboard -> Resources for more ideas
- Jog Day Attire: Come dressed as your favorite superhero OR get fitted in your favorite sports attire! These outfits will make for amazing yearbook pictures and will set the tone for future Jog-A-Thons.

## EVENT DAY

"When is the Jog-A-Thon?" is a common question. Schedule your event day, time and location BEFORE the fundraiser starts so you can publicize it. Be sure to include in your custom parent letter.

- Schedule your event for a time and place that works for your group. Most groups plan their event within 2-6 weeks of the fundraiser end date depending on event day prizes, t-shirts, location availability, etc.
- Be sure to include school administration in the planning of the event (time/location/promo).
- Once scheduled, we will customize your parent letter, send to you for approval then print and collate in your student packets. You'll receive tracking for your packets/materials with arrival prior to kick-off day.

## **STEP 1: Get Registered as a Sponsor**

PRIOR TO KICK-OFF, get registered and logged in to your Sponsor Dashboard. Your login information will be provided to you via email 5 days prior to the start of your fundraiser.

## **STEP 2: Customize Your Cause Webpage**

Upload your group's picture/logo, customize your cause text and more on your dashboard. Get creative!

## **STEP 3: Materials have Arrived... Now What?**

### **PACKETS**

- Decide how you'll distribute and then count your packets. Most groups distribute by teacher/homeroom.
- Attach a note to each teacher's set of packets or email instructions for them to hold onto the packets until kick-off day. Be sure to include kick-off date, time, and place. [CLICK HERE](#) for template instruction note.
- Leave the leftover packets in the front office for anyone that missed the handout. Let teachers/staff know that leftover packets will be in the front office.

### **POSTERS**

- Hang provided poster(s) in VERY visible spaces (front office window, cafeteria, hallways, etc.).

### **PROMOTE... PROMOTE... PROMOTE SOME MORE**

- Utilize social media to market your event. The earlier the better!
- For social media web images go to your Sponsor Dashboard -> Resources.
- Encourage pre-registration before kick-off day. How cool would it be to have raised money before the fundraiser even begins?

## **STEP 4: Preparing for Kick-Off Day**

Two ways you can kick off your fundraiser: Video OR Live Presentation:



### **VIDEO KICK-OFF PREP**

- Email all teachers the kick-off video link(s) sent to you via email **2 DAYS** prior to kick-off day.
- Set a time that EVERY teacher will show the video. This needs to be treated like an assembly.
- Make sure each teacher introduces the video with EXCITEMENT. [CLICK HERE](#) for your introduction script.



### **LIVE KICK-OFF PREP**

- Set a time and place for the presentation (think cafeteria/gym).
- A GREAT kick-off starts with a GREAT introduction. [CLICK HERE](#) for your introduction script.
- Make sure to cover:
  - Why we are fundraising
  - Student registration
  - Cash/check/online donations
  - Online shopping (when applicable)
  - Who will support the students (family, friends, etc.)
  - The Jog-A-Thon itself (how fun it will be, don't miss out, etc.)
  - Turn-in dates
  - Prizes

- [CLICK HERE](#) for your kick-off checklist

Whether you're showing the kick-off video during class or doing a live presentation, make sure the principal communicates via email and announces the time and place. EVERY student needs to watch the presentation. Students that don't know what's going on rarely participate.



## STEP 5: Start Recruiting Volunteers

This will be one of the EASIEST events to recruit volunteers for... everyone wants to be a part of this! Many schools utilize **SIGN UP GENIUS** to organize their volunteer needs.

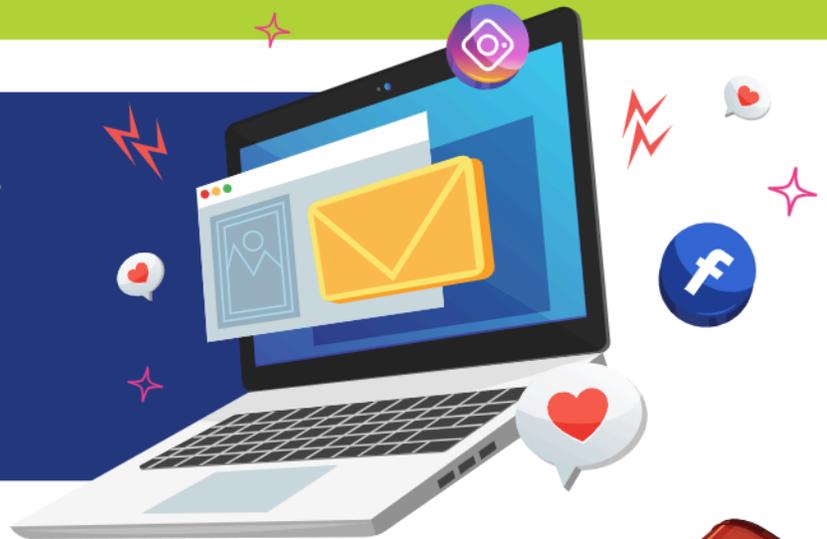


## STUDENT & PARENT REGISTRATION

The MOST Important Part of the Fundraiser

Student registration is the  
**SINGLE MOST IMPORTANT  
TO-DO ITEM**  
for your group's success!

It takes less than 90 seconds and  
can mean all the difference!



### STEP 1: Pre-Registration

You will receive an email 2 days prior to your fundraiser start date that contains your customized launch email template. Follow the instructions provided to send this template email to all students/parents to encourage pre-registration. **This is the secret sauce.**



### STEP 2: Track Everything on Your Sponsor Dashboard

Log in to your sponsor dashboard every day to track, report, and incentivize students who have registered and shared with family and friends nationwide. Beware... it's addictive to watch your profits shoot up! **EVERY Registration = MORE Profit.**

### STEP 3: 50-100% Registration... That's the Goal!

- Utilize our email templates, daily announcements and promotional materials/ideas during the fundraiser to grow registrations!
- **CLICK HERE** for Examples or go to Sponsor Dashboard -> Resources Page.



## FUNDRAISER KICK-OFF DAY

Get Excited, the Fundraiser Starts Now

### STEP 1: Remind Teachers

- Send your teachers a reminder of the location and time of the kick-off presentation and that packet distribution NEEDS to happen. This is CRITICAL.
- If teachers are showing the kick-off video in their classroom, provide them with the link to the video and remind them of the date and time they should show it to their students. They need to treat this like a mandatory assembly where everyone shows up. Yep, this is the second time we've mentioned this... it's that important.

### STEP 2: Parent Letter

Use this as a guide for your kick-off! Talk about important dates, what you are raising money for, prizes and of course, the Jog-A-Thon!

### STEP 3: Announcements

Get EXCITED! Enthusiasm is the first step to success. Make it known that the best fundraiser ever is starting today! [CLICK HERE](#) to check out announcement templates.

### STEP 4: Promote Daily Incentives and Prizes

After implementing over 50,000 fundraisers, we have found that administration involvement, daily promotions and incentives encourage participation and create bigger profits.



If you didn't pick a promotion, take a look at our [101 Low Cost/No Cost Prize Ideas](#) guide to pick something amazing!



## DURING & POST FUNDRAISER

Keeping the Momentum Going



### 3 WAYS CUSTOMERS CAN SUPPORT

A common question that you will get asked is, "Are we collecting pledges by the lap?". In short, HECK NO! #NOMOREPLEDGES means less work for you. Your customers can donate a flat amount, give monthly OR shop online. Say goodbye to the days tracking down money for months.

#### In-Hand Donations

- Cash and checks turned in by students should be deposited into your account. Keep track of these donations for reporting and prize purposes by inputting the data into your Sponsor Dashboard. We will include them in your Sponsor Dashboard -> Reports section. Boom!

#### FundGive Donations

Supporters can choose a one-time donation OR contribute monthly.

#### FundGive Shopping

Some people want something for their money. Our online store has 500+ items, 14 categories and ships nationwide. Every item ships direct to home eliminating school delivery.



### 10 DAYS OF ANNOUNCEMENTS

- We provide 10 days of announcements as your daily commercial to students and staff. They are short and sweet but have a ginormous impact! Remember, a fundraiser that is out of sight and out of mind will fail. Keep the fundraiser top of mind for your students and parents to maximize results.
- [CLICK HERE](#) to check out announcements.



### KEEP YOUR FUNDRAISER ALIVE

Don't limit yourself to setting an "End of the Fundraiser Goal". Most schools multiply their profits when they set halfway points, implement weekend challenges, and incentivize students. Tying incentives in with the Jog-a-Thon will set the stage for a blockbuster event.

- Example: The Principal runs a mile around the track when 50% of goal is reached/50% students registered.
- Example: Any student that registers and gets 10 shares clicked over the weekend is entered in a drawing for an Amazon Gift Card.
- Example: Students registered one day after kick-off gets 15 extra recess minutes.
- [CLICK HERE](#) to check out 101 low cost/no cost incentive ideas.



## ACTS OF KINDNESS

We have weaved kindness into our platform because we believe Acts of Kindness can make a difference. Simply sitting next to someone new at lunch can change the course of their year. Writing a "Thank You" note to a first responder instills respect and appreciation. If just ONE life is changed by our Acts of Kindness program, it's worth it.

### How it Works

**SPONSORS:** In the Settings section of your Sponsor Dashboard, you can toggle "Allow Seller Acts of Kindness" on/off. When on, the Acts of Kindness section will be active and shown on Parent/Student Dashboards which will show 100+ Acts of Kindness that students can perform throughout the fundraiser.

**PARENTS & STUDENTS:** Are students getting paid to be kind? Nope! This is all about paying it forward, NOT getting paid to be kind. Regardless of receiving donations or support, we want to inspire our students to pay kindness forward! Once registered, students can custom enter, drop down menu select, track and share their Acts of Kindness throughout the fundraiser.

**SUPPORTERS:** We've also created a way for your customers to get in on the kindness! At checkout, they are given the option to make an additional donation. By clicking the Act of Kindness box, a total of 3% of their order will be added to cover credit card fees. Your group receives 100% of all customer Acts of Kindness.



## REPORTS

Both students and sponsors can see real-time results by logging into their Dashboard. We combine in-hand donations you input with all FundGive donations and purchases to provide real-time, comprehensive reporting. Don't try and re-invent the wheel by creating reports, we have you covered.



## DAMAGED/MISSING ORDERS (when applicable)

For online shopping orders, we automatically send electronic receipts and tracking. If for any reason, an order is delayed, damaged or missing, our customer service team is ready to help! Every order shipped has a pack slip with our customer service toll free.

Phone: 855.686.3496  
Email : Service@FundGive.com



## PROFIT CHECKS

Once the fundraiser is completed, we will email you a copy of your fundraiser report and profit breakdown. You can expect to receive your profit check within 7-10 business days following the report/profit breakdown email you receive.



## EVENT DAY

Here's a Comprehensive List to Keep you Sane



### Event Day Marketing

Everything you need to keep parents, students, staff and volunteers in the loop!

### Prep your Parents & Teachers

It's SUPER important that you communicate with your parents and teachers PRIOR to the event day. This will eliminate phone calls to the office. Check out Sponsor Dashboard -> Resources -> Email Templates.

### Create Memories and Establish a Hashtag

A hashtag is the best way for you to gather pictures in one spot from multiple cameras/phones/photographers. You (and your community) will be able to click on your hashtag and see all the photos that have been posted from your event.

Example: **#LincolnLionsJog**

### Designate an OFFICIAL Photographer for Event Day

Got a smartphone? You're hired! Don't rely on parents and teachers to share their photos with you. You will want to have your own memories for the yearbook, end of the year video, social media, and school website. More pictures = More memories! Be sure to capture:

- Before/After Jog photos
- Principal/Teacher pictures with students
- Principal/Teachers running with students
- Best dressed
- Volunteers
- Short video clips of students running
- Instagram Boomerangs (six-second-long video clip that plays and replays in reverse)

**PRO TIP:** GoPro cameras & drones with picture/video capabilities can make for some amazing photos!

## EXAMPLE

Parents! Please use our hashtag when sharing your pictures on social media!  
**#LincolnLionsJog**



**Course Set Up**  
Set Up Your Course to Fit Your Group!

## Course Style

Your Jog-A-Thon course can be set up to fit your group's needs. Most schools utilize a "Trail Style" OR "Lap Style" course (descriptions below). Remember, there are no rules here other than to be creative and have fun with it!

### TRAIL STYLE



The "Trail Style" provides one large trail or loop that the runners will normally run/circle one time depending on their age. We recommend that the distance of this course not exceed 2 miles. Think the perimeter of the school... zig zag through the campus... there are no limits!

### LAP STYLE



The "Lap Style" provides one smaller loop that runners can circle numerous times. We recommend that the distance of this course not exceed 400 meters (one lap on regulation track. 4 laps = 1 mile). Think circling the track, around the football field, soccer field, etc.

## Clearly Mark the Course

Participants need to know how to get from the starting line to the finish line without getting lost. This will eliminate runners wondering off course and the potential of crying. There is NO crying in the most fantastical Jog-A-Thon ever! The only sounds you want to hear is laughter and the sweet pitter patter of footsteps trucking along. Eliminate confusion by clearly marking your course. Here's what needs to be marked:

## Start/Finish Line

Grab some butcher paper ([CLICK HERE to Purchase](#)) and paint to create a fun start/finish line sign for students to run through. This is a can't miss picture!

## Running Path

Mark your course path the day of the event with small flags ([CLICK HERE to Purchase](#)) or upside-down marking paint ([CLICK HERE to Purchase](#)). Many schools find it helpful to use additional cones from the P.E. department to help define the path ([CLICK HERE to Purchase](#)).

## First Aid Station

- Set up your first aid station in an accessible area on the course.

## Water Stations

- We recommend you have 1 water station halfway through the course and 1 water station at the finish line. We don't want anyone dehydrated!



Check out your Sponsor Dashboard resources for pre-made signage.

**PRO TIP:** [mapmyrun.com](http://mapmyrun.com) is a great resource for mapping your route and it's easy! [CLICK HERE to try it.](#)

## Music Makes Everything Better

For a professional feel to your event, consider hiring a DJ. They tend to keep up with the latest music, have kid friendly playlists and can be an energetic emcee. Do a quick search on Yelp for a DJ that is local or ask a nearby high school who they have used for their Prom/Winter Formals. Need help? Talk to your Representative.

**PRO TIP:** Get a discount! There are a few ways to accomplish this...



**Option 1:** Ask them to donate their services in exchange for putting their business name on the parent letter/social media/school website/etc.

**Option 2:** Ask the DJ if they do any discounts for schools. 8am – 3pm can be a slow time of day for their business, they are often excited to help out a school and willing to do the job for less.

Feeling the desire to exercise your own DJ skills? You got this! Here are some tips!

- Use Spotify/Apple Music/KIDZ BOP/etc. for age-appropriate playlists. Be sure to get the playlist approved by your principal/administrator prior to the event.
  - Starting Line Music (think Eye of the Tiger by Survivor).
  - Jog Music (think fun/upbeat music to keep the kids going... no one wants to run to Sinatra).
  - Save your voice! Have a microphone on hand.
- Designate one volunteer to keep the tunes going and make any announcements during the race.
- Make sure to have speakers strategically placed in the middle of the course so runners can hear music and announcements while they run.

**PRO TIP:** Many schools have a portable sound system that they use for school rallies, athletic events, etc. Before you rent any sound equipment, ask your principal to reserve their sound system for event day.



## Event Day Station Set Up

### Tips to Make Sure Each Station is Ready to Go

Don't run around with your hair on fire. Here's setup and supplies you'll need to be SUPER ORGANIZED for your big day! We'll walk you through how and when to use these supplies in this next section.

## First Aid Station



Although an injury is unlikely, it's better to be prepared in case a boo-boo happens.

- 1 volunteer
- 1 chair
- First aid kit with band-aids, antiseptic, etc.

## Water Station Checklist

- 1 small table per station
- 2-3 chairs per station
- 2 volunteers per station to distribute water
- 1 trash can
- Drinking water dispensers
- Cups for water
- Towels/wet wipes

## Ready! Set! Go!

### Starting your Jog-a-Thon



## GROUP YOUR STUDENTS BY GRADE LEVEL

To avoid congestion at the starting line, separate your runners by grade level. We recommend that you wait 1 minute between each group being released.

## STARTING YOUR JOG

Have runners gather at the starting line. Your principal or another staff member should announce how much your group has raised and what the money will go toward. They should explain the course layout, number of laps, water stations, first aid location, when to smile for pictures and what to do once they finish the run.

On your marks... get set... GO!!!

**PRO TIP #1:** Take a group BEFORE & AFTER picture of all the students.

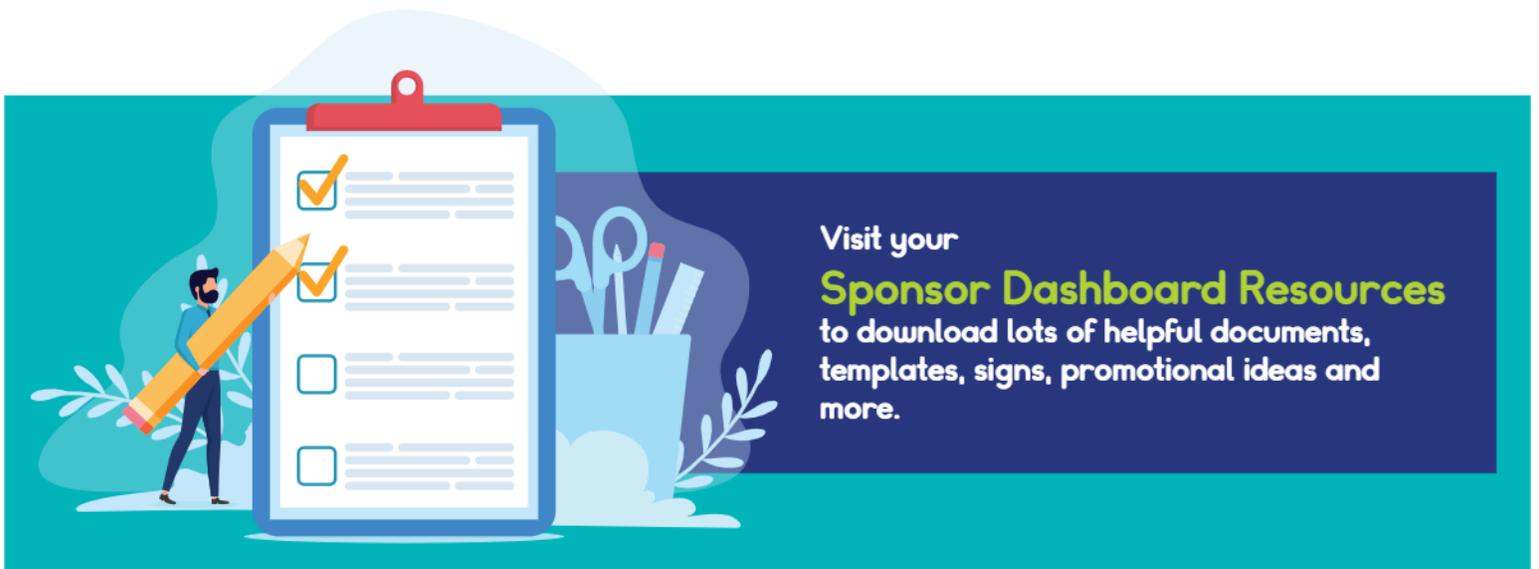
**PRO TIP #2:** Utilize the reports that we provide you with to call up your top students and allow them to kickstart the jog by throwing a pie in the face of your principal OR spraying the principal with silly string.

**PRO TIP #3:** Have your photographer get video of all runners at the starting line yelling, "THANK YOU AND GO (INSERT SCHOOL MASCOT)". Post that video on your school website, social, email home, etc.

## FINISH LINE

This is where parents tend to take the most pictures! Schools find that having their hashtag visible encourages staff and parents to share correctly. Your event day photographer needs to capture this moment! Utilize the template on your sponsor dashboard for an easy resource to make a sign.

In addition to picture taking, make sure to have a few teachers direct the runners where to go once they finish.





## FAQ

The Rest of Your Questions Answered



### Why Jog-A-Thon?

Jog-A-Thons are one of the most nostalgic fundraising events of all time. Friends and family members remember doing the exact same fundraiser years ago making them even more likely to support! We partner with our groups to provide a high-profit fundraiser that promotes healthy exercise habits.



### How do Donations Work?

FundGive brings donation-based fundraisers to the **hassle-free, easy-to-use & secure online future. Simply... LESS WORK. MORE MONEY!** Family and friends nationwide can support from the comfort of their home or on the go with our mobile-friendly site. Supporters can donate online by credit card by giving a simple flat donation or by signing up for a 6 or 12-monthly subscription. These can be any amount in increments of \$20 such as \$20, \$40, \$60, \$100, \$200, etc. If "Allow Product Shopping" is activated, supporters can also shop from over 500 items in 14 categories to also support. By the way, online donations and shopping are, on average, 126% higher compared to cash or check.

After supporting, FundGive will automatically send a 'Thank You' note and receipt. If you are a 501(c)3 nonprofit organization, you can include your organization's Tax ID in the receipt so that Supporters can claim their donation as tax deductible. This option can be turned on/off in the settings section of your Sponsor Dashboard.

You, as the admin, will be able to see each donation, donation subscription or online order received in real-time, and you'll be able track how much each participant and class raised in your reports section.



### Flat vs Performance-Based Donations

Depending on your desired approach, students can simply register and share with family and friends nationwide asking them to support the Jog-A-Thon by donating and/or shopping.

The 2nd option is to ask for support from those same family and friends based on a Performance Commitment. Example: \$2, \$5 or \$10 per-lap for the Jog. Refer to our Jog-A-Thon How-To Guide to determine your course length and how many laps is appropriate. We recommend that the distance of this course doesn't exceed 2 miles which can be 20-30 laps on a "Trail Style" course or 8 laps around a normal sized 400-meter track. 8 laps at \$5 = \$40 donation for that student's commitment to run the 8 laps.



### Are Students Getting Paid to be Kind?

Nope! This is all about paying it forward, NOT getting paid to be kind. Regardless of receiving donations or support, we want to inspire our students to pay kindness forward!



### Do Students Sell Door-to-Door?

Asking someone to donate, shop online or sign up for a donation subscription can be a very good lesson in salesmanship plus it builds confidence. Each one of our student packets gives Safety Tips that suggest to only go to friends, relatives, and neighbors they know with an adult.

## ? Why Is Having a Cause Page Per Seller Better?

Your group will raise a lot more money by giving each seller their own cause page versus a single group cause page.

- Supporters want credit for their support which is why we show "Top Supporters".
- Supporters like grandma are more likely to contribute to their grandchild versus at the group cause page.
- Supporters will see to what level other family and friends have supported the fundraiser which leads to larger donations. When grandma donates, she will see that Uncle Joe has supported, and then she will often match or exceed what Uncle Joe did.
- Supporters will see how many pay it forward "Acts of Kindness" that student has completed.
- Supporters will see how many CREDITS that student has received to reach their goal.
- Sellers take more ownership in their goal when they have their own cause page.

## ? Is There an Age Limit on Who Can Participate?

Preschool through adults will enjoy this event! It is helpful to have an adult run with the littles. They can help guide the students on the run. This is a fun event that entire families can participate in, and you don't have to run. Walking, jogging, running, sprinting, and strolling are all totally acceptable. The run is non-competitive, so no need to feel any pressure.

## ? Is the Race Timed?

No radar guns or speeding tickets, but you will have the "time of your life"! If you or your friends want to compete then we suggest you wear a watch or start the timer on your phone and run, run, run, as fast as you can!

## ? Can my Student With Asthma Participate?

This is completely at the parent's discretion.

## ? I Still Have More Questions?

Call us at 855.686.3496 or email us at [Service@FundGive.com](mailto:Service@FundGive.com).

