

# ADAMS MOVEATHON 2023

## FRIDAY MAY 5



## FUNDRAISER FAQs

Mark your calendars for the 2nd annual Adams Elementary Moveathon! Our all-school FUNdraiser will be a healthy and fun way for our kids to directly support the Adams PTA general operating budget. Our goal is \$32,000 this year. If we average \$100 per student, we will exceed our goal!

### When and where is it?

The Moveathon will be held on **Friday, May 5** during the school day on the school playground.

### Who participates, and how?

All students get to participate! **We will be using an online platform called 99Pledges so that our kids can easily collect and track pledges.** Before the event, students may set a lap goal, and then collect pledges from family, friends, and neighbors. Students may also collect a flat donation not tied to laps. On May 5, each student will walk, run, or stroll around a 1/12th of a mile track for 20 minutes, completing as many laps as they can. Afterwards, if students are collecting pledges per lap, they will collect their sponsored pledge money (mostly online) by **Monday, May 15, 2023.**

### Why do we do this?

This all school event is an incredible opportunity for students, families, and staff to come together to directly support our school. The proceeds of the Adams' Moveathon go directly to support the operating budget of the PTA, paying for tutors, lunch and recess staff, a portion of our Student and Family Support Lead Teacher, school supplies, activity program scholarships, and teacher resources. Most importantly, the entire school community participates in a non-competitive, fun and healthy community-building activity. And the kids see how their personal efforts benefit their school!

### Is my child required to get a minimum \$ amount in pledges?

No, not at all! Though we have set an average goal of \$100 per student, we are hoping that every child at Adams can collect at least one pledge! Please keep in mind that this is a goal, **NOT** a requirement. Every student will have the opportunity to participate on event day, and every student will get a T-shirt and a goodie bag as a thank you for moving for Adams! The kids will be very proud of their achievements, on the track and on the pledge forms, so we are hoping every child can turn in at least one pledge.

### Are there t-shirts?

Absolutely! Each child at Adams will receive a unique Moveathon t-shirt on the event day.

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### **Am I required to pledge per lap, or can I make a flat contribution?**

You may make a contribution either way. Students can collect flat contributions before the event, or they can collect pledges per lap. After the Moveathon, students will go back to collect from per lap sponsors and any sponsors who made flat donations that were not previously collected. Whatever your family, friends, and neighbors are willing to do! You are also free to help your child obtain additional pledges after the event day, as long as everything is turned in by the due date, May 15, 2023.

### **How many laps will my child complete?**

That depends on the child. Walkers typically complete 13–15 laps, and runners 22–25 laps or more. The lap is 1/12<sup>th</sup> mile track for 20 minutes, so that should help you set a reasonable goal with your child.

### **How do we keep track of pledges?**

Fortunately, because we are using 99 Pledges, it will be easy for you to keep track of pledges, as it will all be online! **Parents should receive an email from 99 Pledges around April 19 with a pledge page for your child(ren) so please keep an eye out for that email.** You may collect money for flat contributions beforehand via the 99 Pledges site or via **checks payable to Adams Elementary PTA** (please turn in all checks to the school office at one time and write your child's name in the memo section).

Last year, most families collected pledges tied to a lap count. On event day, **Friday, May 5**, your child's final lap count will be sent home on the back of their event t-shirt. After the event, if your child received pledges based on their lap goal, their laps will be uploaded to the website by our Moveathon team and online pledges will be collected/charged automatically. Please collect any remaining pledges in person, and be sure to ask every donor about matching gift programs at their place of work. Checks are due in the Adams office **no later than Monday, May 15**. If possible, try and turn in a single check payable to Adams Elementary PTA for any cash collected as **we will not be able to accept cash donations.**

### **Is there a way for sponsors to pay online/via credit card?**

Yes! We are using a fundraising platform called 99 Pledges to collect pledges online. Parents will receive an email from 99 Pledges around April 19 with a pledge page for your child(ren), where sponsors can pay online. This is generally the preferred method of payment for most sponsors. If you do not receive an email, you may also go to <https://app.99pledges.com/fund/adamsmoveathon2023> and search for your child(ren)'s name(s) to create a pledge page for your child(ren).

### **How do matching funds work?**

Since the Moveathon raises direct contributions, every dollar that is pledged is potentially eligible for matching corporate funds from qualified companies. This is generally a one-for-one matching grant from a donor or donor spouse's employer, though there are some companies that will donate up to five dollars for each dollar you pledge. So please be sure to ask every potential donor about matching funds. **Matching funds are an easy way to double or triple donations to our programs at Adams.**

### **Are the pledges tax-deductible?**

Yes. 100% of your donation is tax-deductible. (Fed TaxID-91-0963029)

### **I am not sure what to say to my friends/family/neighbors. Do you have a sample letter?**

We have included a copy of a letter that your child(ren) can bring to friends, family, and neighbors for pledges with the QR code – sponsors can then find pledge pages by searching the student's name or by donating to the main fundraising page. Another idea is to print out the QR code from 99 Pledges and have your kids personalize letters to ask friends, family, and neighbors for pledges.

### **I want to volunteer on May 5th/have additional questions. Who do I contact?**

Please email the Adams PTA Fundraising Team at [fundraising@adamselementary.org](mailto:fundraising@adamselementary.org).