

## Answers to questions you may have about the Eagle Rock-a-Thon:

### **What is the Eagle Rock-a-Thon?**

24 booths of different fitness activities designed for all ages. Students can plan on participating in all of the activities or they can choose the ones they like best.

### **How much money are you raising?**

Our school goal is to raise \$50,000. We have about 800 students here at ERE. If each student was able to raise around \$60 in donations, we would make our goal!

### **What will you do with the money you raise?**

The money raised will pay for all of the extra activities that the PTA provides, including Field Trips for every class, California Dance Institute, Gardening program, Occidental College Theatre Show, Family Dances/Events, and much more.

### **How much money does the school get to keep?**

This year we are running the fundraiser ourselves, so everything donated stays at the school!

### **How do people donate?**

Donations collected are not "per activity", they are flat donations for a participating student. Cash/check donations can be collected in the provided envelopes and returned to the school on a weekly basis (envelopes will be returned). You can also collect donations online through the easy link on the student's individual pledge page (see registration instructions)

### **What is the deadline for donations?**

All donations need to be received by April 27th

## SAMPLE DONATION SCRIPT:

When you call or visit friends and family you can say something like this:

"Hi \_\_\_\_\_! I'm calling to tell you about a fundraiser we are doing at my school. Can I tell you about it?

*[If the person is busy right now, set up a time to call/talk later]*

My school has over 800 students and our PTA pays for a dance program, field trips, gardening lessons, . . . so we can all enjoy the arts. To raise the money needed to keep all these programs going, our school is doing the Eagle Rock-a-Thon.

There will be 24 different booths set up with fitness activities that I can try. I am going to participate in these fitness activities and am asking friends and families to make donations to my school to support my efforts.

My goal is to raise \$\_\_\_\_\_. Would you consider donating \$10, \$20, or \$50 to my school?

Thanks! You can donate by going online to my student pledge page, or by writing a check to the ERE PTA.

All donations are tax deductible  
Tax ID# 95-6204255

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**PTA**  
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Student Name \_\_\_\_\_

Teacher Name \_\_\_\_\_

Grade \_\_\_\_\_ Rm # \_\_\_\_\_

The annual PTA "Fun Run" fundraiser (APEX) is changing! Due to District policy changes, we will be running our own fundraiser this spring.

The newly dubbed **Eagle Rock-A-Thon** is our biggest fundraiser of the year and we need your help to bring in pledges to pay for all the amazing enrichment programs at Eagle Rock Elementary & Magnet

Similar to last year, this event will be a large scale fitness event. However, the April 27th event will look a little more like the Fall Festival, with over 20 booths offering a variety of physical activities.

Students will secure donations from friends and family to complete as many activity booths as possible.

★ **We expect this to be a fun, inclusive community event!** ★★

*(Look inside for more Information)*

## How to register your student and begin collecting donation:

Here's how to **Register Your Child** for the Eagle Rock-A-Thon

It's FREE and takes 2 minutes.  
Our goal is to have all students Registered!

### The Eagle Rock-a-Thon is only a few weeks away!

Pledge envelopes are being sent home with students. Check out the great rewards your student can earn for supporting our school!

Register TODAY! Simply Register or Login at [www.thegetmovincrew.com](http://www.thegetmovincrew.com)



Click the Star icon to get to the parent dashboard and create a page for child.

### DON'T WAIT!

All students who register by **April 9th** will receive a prize to wear at the Rock-a-Thon!

Once logged in, simply share via Facebook or other social media with just a few clicks and use the email button to send to close friends and family.

Our goal is for all parents to send 10-15 emails to family/friends and post on Facebook or Social Media.

Family and friends want to help your child succeed. Email or share our fundraiser with them today!

Questions? Email [fundraising@eaglerock-pta.org](mailto:fundraising@eaglerock-pta.org)

### Who can I ask to donate?

Your Parents, Grandparents, Aunts, Uncles, Neighbors, Babysitters, Family Friends.

Use this to keep track of who you could ask for donations and how much money you have raised for the school:

	Donation	Address/Phone	Who I asked	Date
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				

## More information about our 1st Annual



You have all seen the PTA fundraising pie chart in the newsletter emails and posted at school.

The annual fun run typically raises \$32,000 that the school gets to keep.

Without this annual fundraiser, we would NOT have:

- Field Trips
- CDI (California Dance Institute)
- Enrich LA Garden Program
- Family Dance Night, Family Luau, Multicultural Night, Roller Skating and other special events
- Occidental Children's Theater
- And much, much more!

Here's a surprising fact about last year's "FunRun": Last year, in order to get that \$32,000, our students fundraised a total of \$57,000. That means we got to keep just 56% of the money earned. The rest went to APEX to manage the fundraising pages, boost interest on campus with incentives and prizes, and distribute prizes for the highest earners. As you can see, it is very expensive to put on a Fun Run.

### ★ But we think we can do better! ★

This year, the PTA will manage organizing the event in effort to lower costs and keep more dollars at the school.

The PTA has been hard at work planning our Eagle Rock-A-Thon for the last 3 1/2 months.

**Hope to see you there!**