

**WHO LED YOUR EFFORTS? DID YOU HAVE
A COMMITTEE TO ASSIST THAT PERSON(S)?**

One faculty member took the lead. There was not a committee but all teachers helped promote Steps for Students in their classroom.

WHAT WAS YOUR TIMELINE LEADING UP TO THE EVENT?

September: A Steps for Students Save the Date email and note was sent to all parents and an insert was published in the Parish bulletin.

October: Produced a kick-off flyer promoting the event and announcing incentives.

November: Announced an opportunity to sign up and incentives when registering at the Family Night.

December thru February: Sent weekly reminder emails and notes to parents, students, faculty and staff to register and to start/continue raising funds for our school.

**HOW DID YOU PROMOTE THE EVENT?
DID YOU CREATE A VIDEO?**

The school did not create a video. Flyers were posted throughout the school and a Steps for Students banner was hung outside the school for all community members to see when they pass by. During morning assembly, students that registered were acknowledged by receiving a "Participant" card (teacher would post it outside of their classroom to show class spirit) and updates of team registration count and fundraising status were announced. Two giant thermometers (for front office and for gym) were used to track our fundraising progress so that students and parents could see. Bulletin announcements went to the Parish for support. The First Grade class participated in a letter writing campaign which helped them learn how to write proper letters while understanding the meaning of fundraising. They brought in many addresses and wrote wonderful letters asking friends and families to support the school and the teachers mailed them out.



STEPS 4 SUCCESS

STEPS FOR STUDENTS 5K RUN/WALK



2017 CASE STUDY

DID YOU FOCUS MORE ON TEAM BUILDING OR ON FUNDRAISING?

The focus was on both team building and fundraising. The goal was to have as many of the parents/students participate and invite their family members, friends and co-workers to join the team and help raise money for the school.

WHAT INCENTIVES WERE PROVIDED TO ENCOURAGE PARTICIPATION?

Local restaurants offered incentive coupons for the students. When a student registered they received a Chick-fil-A coupon for nuggets, a sandwich or a milkshake. For every \$20 raised the student received 1 blue ticket to be entered into a weekly drawing to win a small prize.

- Raise \$100 - McDonald's Free Ice Cream Cone Coupon
- Raise \$150 - Thursday Free Dress Pass (until week of the event)
- Raise \$300 - Spirit bracelet & OLF Spirit towel
- Raise \$500 - 1 red ticket for Grand Prize Drawing
- Raise \$1,000 - Pizza Party with the Pastor and Principal

Teachers also provided class incentives such as a pizza party, ice cream party, popcorn party or extra recess if 100% of class registered and/or if class reached their "class fundraising goal." Small prizes were purchased from Oriental Trading or Dollar store, while bigger prizes such as board games were donated.

264 REGISTRANTS



\$25,146.05

