



WHAT IS A _____-A-THON?

This is an event that raises money for a set amount of time. Here you will find ideas and most of the forms to help you plan and execute this type of fund-raiser in your campus club and community.

How does a _____-a-thon raise money?

Youth Alive members and friends are recruited to partake in the _____-a-thon activities and solicit donations prior to event day. Youth Alive members and friends participate in the event in teams for the amount of hours you set. You will be amazed at the amount of support and generosity that your friends, family members, and business contacts give you, simply because you ask for their support.

How will our Campus Club benefit?

Funds—Your Campus Club will receive all the donation funds collected.

Community Connections—Local merchants can be solicited to sponsor teams or provide refreshments and incentives for your event.

Member—This is an excellent opportunity for you to recruit members for your Campus Club! It will be a fun event where they can be paired with other members and learn about your club.

Where do we hold the _____-a-thon?

At the school, a local church, a community agency, or business that will let you host your event. Your Campus Club can kick off the _____-a-thon with an awareness booth at a Friday night sporting event where your members can collect additional pledges.

How can we publicize the event?

Promote the event with posters, PSAs, memos, newsletters, and media releases. Put up flyers and brochures at school, community agencies, gyms, and churches. Seek a sponsor for incentives including t-shirts, prizes, and matching funds. Please share your event success with National Youth Alive at ya@ag.org. The sample promotional items are designed for you to use with whatever type of fund-raiser you choose.



LET'S GET CREATIVE: SOME GREAT FUND-RAISING IDEAS

BASKETBALL-A-THON

Challenge a local college or high school basketball team to play each other or a specialized team from your campus club. This could be a fund-raiser for your club plus the team you're playing against. Each team will collect sponsors to pledge for each point your team scores during the course of the game. Both teams could share the cost of advertising and promotion and you are more likely to get public service announcements on television and radio. This could also be done with other sports teams, such as baseball, softball, and volleyball.

BIBLE-A-THON

Sponsors pledge a certain amount of money per chapter read by each participant during a pre-set length of time.

BIKE-A-THON

Sponsors pledge a certain amount per mile or per lap if riding on a set route or on a school running track.

BOWL-A-THON

Sponsors pledge a certain amount per pin that you knock down or amount per pin calculated by your average score from a couple of games. Set your date in advance and reserve some lanes at a local bowling alley.

CAR WASH-A-THON

Your group raises funds by getting sponsors to pledge a certain amount for each car washed by the group. You can also accept donations by car owners. Pick a visible site and set up "Car Wash" signs. The day of the wash, assign young people to a specific job. Have crew chiefs that make sure everyone is doing their job. Wash the cars in an assembly line fashion, with each crew member responsible for a section of the car.

To enlarge this fund-raiser you could sell hamburgers, brats, hot dogs, chips, soda, and home made desserts. People from the group could be responsible to donate and bring items like buns, desserts, and cases of soda. Work with adults to get a reliable grill and all the materials you would need.

ECOLOGY WALK-A-THON

Sponsors pledge per bag (quarter, half bag, or full bag) of garbage collected. Check with the local highway department to find out if garbage needs to be separated for recycling, possible routes for garbage pick-up, and information about where to drop off the trash.



Precautionary rules should be stressed: No running from one side of the road to the other, keep a certain distance from the highway's edge, and don't pick-up broken glass. It may be possible to have a highway patrol car enlisted to accompany your group. If you take and share these precautions it will be a selling point with local businesses and other community-minded citizens.

FREE THROW-A-THON

On an indoor or outdoor court, each student shoots 100 free throws from the standard free throw line. Sponsors pledge per free throw made. Students can take shots at their own pace. For example, a student can shoot 25 or 50, take a break, and then come back to complete their free throw shots.

JOG-A-THON

Sponsors pledge to give so much per lap or per mile run in a set length of time. This could be held at a school running track or something equivalent in distance, like a large parking lot or field. Make sure all necessary permission is secured before you publicize and hold this event if using school facilities.

PET WASH-A-THON

Solicit funds for washing per pet. In order to do this properly, make sure you have a soap that is appropriate for animals, towels, dryers, and brushes. Have a donation container available for the pet owners to make a contribution to your club.

ROCK-A-THON

Sponsors pledge per hour for you to rock in a rocking chair. Determine the length of time your group wants to rock. If you make it an all-nighter, give everyone a five minute break every hour to use the restroom, stretch, and get ready to continue. You can watch movies and play video games, but you just can't sleep or stop rocking. Someone from each team must be rocking at all times. It is suggested that participants rock in teams of two to four so that a fewer number of rocking chairs is needed.



YOUR _____-A-THON PLANNING: LET'S GET STARTED!

- Obtain school administration permission for your Youth Alive Campus Club to conduct a _____-A-Thon. This is necessary only if done on school premises, using school equipment, or during school hours. If you want to host your event at a local business or church, be sure to complete the proper forms to gain permission.
- Conduct a special campus club meeting or take time in your regularly scheduled meetings to inform your members about the _____-A-Thon. Things to consider:
 - What is the primary date for the fund-raiser? Have one or two back-up dates in mind.
 - Will your campus club do this individually or by teams? Will the teams be made up of two, three, or four people? How will you determine teams? Do any members need transportation on the day of the fund-raiser?
 - How will you publicize your event?
 - How does your campus club envision the event? Will there be movies, games, and activities? Where will it be held?
 - Do you need to form committees?
 - Promotional committee – responsible for flyers, Public Service Announcements, media releases, violence prevention fact sheets, pledges, or resources to share at the information table.
 - Corporate Sponsorship Committee – responsible for seeking donations of food and refreshments for the event, incentives, and sponsorship of teams by local businesses.
- Distribute permission forms for students to participate. If your school does not have a standard permission form, refer to release forms used by local and community offices of national youth-serving charities.

___ Permission forms collected. Pledge flyers and pledge sheets distributed. Mail any Appeal Letters to potential sponsors.

___ Location secured for event.

___ Chaperones (school staff, parents) contacted and secured.

___ Awareness activities conducted or arranged: Public Service Announcements, Media releases, posters, etc.

___ Youth Alive Club members/attendees secure pledges. Pledge sheets and funds collected.

___ Refreshments for the event arranged.

___ Any special items for all teams secured.

___ Games, appropriate videos, music, and other entertainment arranged for event.

___ Thank you cards sent to sponsors, refreshment suppliers, and volunteers after the event takes place.



MEDIA ADVISORY

WHO: Youth Alive Campus Club Members/Attendees of <<Insert School Name/Campus Club Name>>

WHAT: _____-A-Thon

Join Youth Alive Campus Club members as they endeavor to build better students in their school and community. Youth Alive Campus Club Members are participating in a _____-A-Thon to raise needed funds for their local Youth Alive campus club activities. All funds raised stay local to help the Youth Alive Campus Club at <<School Name>>. Youth Alive Campus Club members across the country are showing how they are a part of the solution to the issues that face this generation.

WHY: Raising funds for the local Youth Alive Campus Club at <<School Name, City>>

Youth Alive builds better...

- **Students.** Youth Alive affirms the value of each student. Youth Alive provides solid answers and helps students make positive decisions.
- **School Environments.** Youth Alive seeks to create a positive peer influence and contribute to their school and community.
- **Respect and Appreciation.** For the contribution teachers, administrators, and school staff make in students' lives. Youth Alive seeks to acknowledge and affirm them.

WHEN: _____

WHERE: _____

CONTACT: For more information on this event or other Youth Alive<<Campus Club name>> activities, please contact <<Insert campus club contact>> at <<insert phone number and/or email address>>. To learn more about the history of Youth Alive and this national effort, please visit <www.yausa.com>.



PARTICIPANT LETTER

Congratulations on participating in the Youth Alive _____-A-Thon! All participants will collect pledges and donations for the time they spend in this event (see examples on pledge sheet). Pledges and donations are due by _____. Money raised will be used for our local Youth Alive Campus Club activities during the school year.

The following packet contains:

1. Participant's letter
2. Pledge sheet for money collected
3. Telephone number for additional information
4. Sample appeal letter to prospective sponsors
5. Sample thank you letter to sponsors

As a participant you can do the following:

1. Follow all the rules stated in the permission slip.
2. Bring stated items to be comfortable and do your fund-raising event.
3. Bring small, lunch-size cooler if you want a specific snack or drink.
4. We want to be honest, so only collect for the time that you or your team participates in the event.
5. Ask other adults and youth from your church to solicit pledges with you.
6. Ask your parents help to solicit pledges from business they work at and know.
7. Call relatives and friends for pledges.

For more information, contact: _____



APPEAL LETTER TO PROSPECTIVE SPONSORS

On (date), I will be participating in a _____-a-thon. I will (describe the particular fund-raiser you are participating in and what you will be doing).

The reason I am participating in this fund-raiser is to help fund our Youth Alive Campus Club at (Name of School). We have created our club to help be a solution to the many problems and issues our friends face in our school and community.

Youth Alive builds better...

- **Students.** Youth Alive affirms the value of each student. Youth Alive provides solid answers and helps students make positive decisions.
- **School Environments.** Youth Alive seeks to create a positive peer influence and contribute to their school and community.
- **Respect and Appreciation.** For the contribution teachers, administrators, and school staff make in students' lives. Youth Alive seeks to acknowledge and affirm them.

The monies that we raise from this fund-raiser will help us to have the funds available for activities and outreaches for our club. We are totally self-sufficient to raise our own funds. We want to make a positive difference in our school, but we need your help to get there.

Would you please sponsor me? All proceeds will go to our local Youth Alive Campus Club.

Thank you for your consideration.

Sincerely,



THANK YOU LETTER TO SPONSORS

We have just recently completed our _____-a-thon. Thanks to our participants and sponsors, like you, our event was a success! Together we are making a positive difference in our friends' lives, our school, and our community.

We held our fund-raising event to help fund our Youth Alive Campus Club at (Name of School). We have created our club to help be a solution to the many problems and issues our friends face in our school and community.

Youth Alive builds better...

- **Students.** Youth Alive affirms the value of each student. Youth Alive provides solid answers and helps students make positive decisions.
- **School Environments.** Youth Alive seeks to create a positive peer influence and contribute to their school and community.
- **Respect and Appreciation.** For the contribution teachers, administrators, and school staff make in students' lives. Youth Alive seeks to acknowledge and affirm them.

The monies that we raised from this fund-raiser will help make activities and outreaches for our club possible. We are totally self-sufficient to raise our own funds. We want to make a positive difference in our school but we needed your help to get there. Thanks to your help we are even closer to meeting our passion and goal. So far we have raised, (Enter total amount raised through fund-raiser) for our club through this fund-raiser.

Your pledge was \$_____ per _____ for a total of \$_____. Enclosed with this letter is a return envelope. Please make checks out to (Campus Club Name) and return the bottom portion of this letter with your payment.

Thank you for your consideration.

Sincerely,

Sponsor Name _____ Total Enclosed: \$ _____

Participant Name: _____

Thank You for Your Generosity!