

Planning Guide and Soles Walk Q&A



Help your school plan a successful local Soles for Catholic Education Walk!

Held annually in October.

www.catholicschoolswalk.org



Dear Principals and Soles Walk Captains,

The Soles for Catholic Education Walk provides an opportunity for your school to celebrate Catholic education, build community and raise funds that will benefit your students and classrooms. You, in your role as principal or school walk captain, should be your school's biggest supporter and cheerleader of the Soles Walk.

Each school is encouraged to coordinate your own Soles Walk-branded local event that will raise money toward a fundraising goal to benefit your Catholic school. As principal, you will decide on an event format that works best for your school and parish community. Each school has the flexibility to select any date in October to hold the local Soles Walk event.

Schools are encouraged to use their individual fundraising page and unique text-to-give number located on www.catholicschoolswalk.org to help make raising funds easy.

We are excited to share that this year's sponsorship donations will go directly to Catholic schools. The funds your school raises will be eligible for a proportional match, up to \$5,000. (To be eligible for the proportional match, your event must be co-branded as a Soles Walk event.)

Lastly, an optional school-initiated local service component is encouraged as part of your Soles Walk event. Schools are encouraged to partner with local charities, nursing homes, food banks, nonprofits or any other local cause that aligns with Catholic values in your community. Since service is an important part of who we are as Catholics, this component elevates Catholic social teachings and shows the world how we love one another.

Please use this guide to answer some commonly asked questions and to help you plan for a successful local Soles for Catholic Education Walk!



Set a goal that motivates your students, parents and parish members.

Set a monetary fundraising goal that details specific items you plan to purchase with your Soles Walk donations. People are more likely to give to specific items rather than to the general operating fund. Therefore, we encourage you to identify the items you would like to purchase or the needs you would like to address, and set a specific goal that your school community can

meet. All items should be for classroom use and/or programs that benefit your students. Examples include:

- Smart boards and/or other technology
- Science equipment
- Playground equipment
- Field trips
- LEGO education materials
- Library books
- Co-curricular activities
- Angel fund/scholarships
- Reduction of tuition for all students

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When promoting your school's goal, detail the cost of each item and explain how the funds will benefit students or classrooms.

Communicate and publicize your goals:

- Communicate your goal **frequently and in a variety of places:**
 - Parent newsletters
 - Church bulletins
 - Student announcement and collections at Mass
 - Signs, flyers, posters at your school and parish
 - Verbal announcements at meetings
 - Social media
- Remember the **Rule of 7** - the marketing principle that states someone needs to see something at least **7 times** before they actually notice it and start to take action.
- Keep your school and parish community informed on progress made toward your fundraising and participation goals.

Reinforce to parents and parish members that all donations raised by your school's Walk team will remain at your school to directly benefit students and classrooms.



Brainstorm how your local Soles Walk event will work.

Here are some ideas that may help you plan a local Soles Walk event.

- Create your own 2-mile walking route at a local park, on school campus or in a community neighborhood. Consider contacting the county sheriff or local first responders for support.
- Combine a Soles Walk event with a Trick or Treat activity where students and families can wear costumes.

- Perform a service for the community in addition to (or instead of) walking.
- Encourage families to walk on their own on their favorite trails or in the neighborhood.
- Host a change collection drive at school arrival and dismissal so parents can be involved.
- Host a dance party/ dance off with music, prizes, etc.
- Host a drive-through brat-fry for the community during the local Soles Walk.
- Pick a theme or a sport for the Soles Walk. For example, you could choose baseball and have families walk "the bases," or four corners of a city block with each corner/base having a small activity.
- Create a scavenger hunt of stops during the Soles Walk.
- In addition to the large school fundraising goal, have each classroom set an individual goal. Classrooms can set "rewards" for reaching marks towards their goals like dress days, extra recess, food treats, etc.
- Have local businesses provide donations such as water, swag, food or incentive prizes.



Update and utilize the Soles Walk website at catholicschoolswalk.org.

Update your school's landing page at catholicschoolswalk.org with the following information:

- Update your school fundraising goal.
- Insert photos on your carousel of last year's Soles Walk or item/s related to your fundraising goal.
- Edit your school message for your supporters. Include both your financial goal, service project and what you plan to do with the funds you raise.

Take note of your school's text to give number.

- Share this often with your school & parish families.
- It is an easy way for individuals to donate to your school by texting your school's code to 71777 on their cell phone.

Send an email to previous year's Walk participants asking them to register and/or donate.

- Sample emails are available on the Team Captain Resources page at catholicschoolswalk.org.
- If you need a list of your Soles Walk walkers or supporters, contact Janelle Luther at lutherj@archmil.org.

Visit the Team Captain Resources page on the website, catholicschoolswalk.org.

The Team Captain Resources page includes up-to-date Walk information, and marketing pieces for you to download, edit and use to promote the Walk. A few items found on this page include:

- Soles Walk logos
- Marketing flyers that you can customize for your school and parish
- Customizable ads for use in your school newsletter & your parish bulletin.
- Social media posts

Following are a few ideas to promote the Soles Walk to meet your Soles Walk goals.

- Sell cut-out paper footprints or shoes and make a trail of footprints or shoes leading toward your goal.
- Display your school's goal clearly so people know how their donation will be used.
- Frequently promote your text-to-give code. It is an easy way for individuals to donate to your school by texting your school's code to 71777 on their cell phone.

Back-to-school ideas include:

- Have the principal and/or pastor write a letter explaining the importance of the Walk and fundraising goal to your school. Include that letter with other back-to-school information sent to school families.
- Be sure computers are available at your back-to-school events for walker online registrations.
- At your back-to-school events, set up a table with:
 - Your fundraising goal clearly visible.
 - A sign with your text-to-give code.
 - Your service project clearly visible.



Ideas to market and promote your Soles Walk goals.

Set class or grade competitions to help generate registrations and donations.

Be creative and have fun. Some ideas include:

- Penny wars
- Principal / Priest challenges
- Wear your Sole Walk t-shirt to school days
- Find another school/parish to challenge to a competition

Don't forget to include your parish community.

- Talk to your pastor about:
 - Picking a weekend where you or your students could speak before or after Mass about the importance of the Walk and raising money for your school.
 - Ask if you could have the students available after Mass to answer questions and collect donations.
 - Ask if you can register families to Walk before or after Mass.
- Be sure to use the bulletin announcements available on the Team Captain Resources page at catholicschoolswalk.org.



SOLES WALK Q&A

What is the date and time of the annual Soles Walk?

Each school will coordinate their own Soles Walk branded local community fundraising event. Events must be held in October to be eligible for proportional matching funds.

Who can edit our school's website information?

One person will be designated as your team's Walk Captain. This person will be able to edit your school's information on the website.

How do I become my school's Walk Captain?

1. Register to walk with your school team.
2. Set up a personal page to fundraise for your team.
3. Email Janelle Luther at lutherj@archmil.org and ask to be designated as your school's team Walk Captain.

When does registration start for the annual Soles Walk?

Registration is now open for the annual Soles Walk. Register at catholicschoolswalk.org.

How can walkers register to join our team?

Go to the website catholicschoolswalk.org, find your school, click view and then click register.

On the Walk website, what does the tab labeled "Fundraisers" mean?

After registering to walk, a personal page is not automatically created for you to raise money for your

school. After you complete your registration, you will see a pop-up notification that says, "Now that you are registered, please consider raising money for your school. Click the "Create Your Page" link below to create a unique page that you can share with your friends and family."

It is quick and easy to create your personal webpage to fundraise for your school. The walkers that set up their own unique pages are called "Fundraisers" and will be listed under the **"Fundraisers"** tab on the website. People who want to donate to a specific person's fundraising page can do so through this area of the website. The link for a specific person's fundraising page can also be copied and shared via email, on social media, etc. Note: "Fundraisers" are not all of the walkers who registered to walk with a school team. Only those walkers who created their own page to fundraise for a school will appear in this section.

I registered my entire family in one registration, but I was only asked to create one fundraising page. How can I set up a fundraiser page for each of my family members?

In addition to the pop-up notification asking you to create a fundraiser page, you will receive an email confirmation after you register to walk. In the email, you will be able to click on the link multiple times to set up additional fundraising pages for each of your family members.

How does text-to-give work?

Text-to-give keywords make giving with a debit or credit card as easy as possible. Each school is assigned their own unique keyword. Your keyword will start with SOLES and has a # directly following, with no spaces. For example: To make a donation to Burlington Catholic School you would text SOLES5 to 71777. Wauwatosa Catholic's keyword is SOLES100, so you would text SOLES100 to 71777 to make a donation to Wauwatosa Catholic.

Individuals who text your school's keyword immediately receive a text message reply with a secure link to a PCI-compliant mobile donation page. With just a few clicks, individuals can make a one-time or recurring gift to your school.

Individuals that do not complete their donation form automatically receive three reminder texts to encourage and optimize donations to reach your fundraising goal.

How can my school receive matching funds from the Soles Walk?

By raising money! All schools raising money this year will receive a proportional match from the sponsorship dollars raised by the Archdiocese of Milwaukee's Development department. This extra money is in addition to what you raise from your school and parish community. The percentage of matching funds each school receives will be based proportionally on how much the school raises compared to how much is donated by sponsors. Be sure to raise money to get your share. The more you raise, the more you receive. The maximum amount of the match per school is \$5,000. To be eligible for proportional matching funds, your fundraising event must be branded with the Soles Walk.

Where do we send cash and check donations?**Who should checks be made out to?**

All cash and check donations remain at your school.

Checks should be written directly to your school.

Your school keeps all cash/check donations, but also send a list of your cash/check donations to Janelle Luther at lutherj@archmil.org. She will record them under your school team. This will keep both your team's thermometer and the overall Walk thermometer accurate on the website.

Important Note: The "Total Raised" dollar amount listed on the Soles Walk website for your school is the amount that will be used to calculate the matching funds your school receives. Be sure to send your detailed list of cash and check donations to Janelle Luther, by Friday, November 19, so your school receives the correct amount of the proportional match.

When does my school get the money for credit card donations made online at catholicschoolswalk.org?

Checks for online credit card donations (including all text-to-give donations) will be sent to the schools in January 2022.

Are fees deducted from credit card and text-to-give donations?

No. Checks for the entire amount of schools' online credit card donations, including text-to-give donations, will be sent to the schools in January of 2022. The Archdiocese of Milwaukee will cover the cost of the processing fees charged by the credit card and web hosting companies.

Who do I contact to get answers to my Soles Walk questions?

Contact Janelle Luther at lutherj@archmil.org or 414-758-2256.