

Soles Walk - There is still time to take advantage of matching funds. Read the answers to Top 10 most asked questions and get ideas by reading a few creative Walk day plans.



Saturday, October 17, 2020

Principals and Team Captains,

I enjoy hearing the creative ways schools are utilizing this year's Soles for Catholic Education Walk. Read the [article in this week's Catholic Herald](#) to see what some schools are planning to generate excitement, build spirit and raise money at their schools. We encourage schools to utilize the Soles for Catholic Education Walk in the way it works best for your school. If you haven't already, please send me an email and share your school's plans for this year's Soles Walk.

To help you plan and raise money for your school, following are the answers to the top 10 email questions I received last week. **There is still time to plan, so don't let the matching funds slip away.**

Question 1: I don't have a lot of time. Is there an easier way for me to market the Soles Walk to my school and parish families?

- Download the [Marketing timeline](#) for schools. It has links to all the resources you need to market this year's Soles Walk. All you need to do is follow the timeline and fill-in-the-blanks on the resources listed.
- Follow, like and share the Archdiocese of Milwaukee's Facebook page.
 - a. We will continue to post two Soles Walk ads per week for you to share on your school or parish's Facebook page.
 - b. Archbishop Listecki's Soles Walk video posted this week. I would appreciate it if you would like and share this post. Be sure to add your school's text-to-give number to the top of your post when you share it. It is an amazingly quick way to create your own social media posts.
- Send out a personalized version of the following email to your school parents.

It's time to start thinking about this year's virtual Soles for Catholic Education Walk! We hope that you can continue your support in this year's COVID-19 friendly virtual format.

There are urgent classroom and student needs, so every dollar to help support our school goal matters. Here's how you can participate this year:

- Follow the attached instructions to register and become a fundraiser. It's easy and will only take a few minutes.

- Share our unique text-to-give number for donations (insert your text-to-give number here) or become a fundraiser and share your own text-to-give number with family and friends.
- These are the specific school expenses that our donations will be used for this year {List your specific school goals here}.
- We are excited to announce that Soles Walk sponsors will proportionately match our donations! Help our school raise money to take advantage of these matching dollars.
- Families can go on their own, safe 1-2 mile walk on Saturday, October 17. {or insert what your school is planning here}
- Supporters can attend Mass to pray for continued success of our school mission and a safe, productive year!

Question 2: What do I need to do to receive the matching funds?

- Raise money. You will receive proportional matching funds for all donations recorded on your school's thermometer at www.catholicschoolswalk.org.
- Provide a detailed list of your cash and check donations so they can be entered under your school's total. Send your list to Marcy at stonem@archmil.org. On your list, include the donor name and address, amount of the donation, if it is a cash or check donation, the check # if applicable, and if you want the donation to be entered as a general team gift or if it should be entered under a specific "fundraiser" for your school. You can send your cash and check donation list on a weekly basis or just one list at the end of the Soles Walk fundraiser at your school, whichever you prefer.

Question 3: What is the % of the match?

- The match percentage will depend on how much the schools raise and how much our Soles Walk sponsors donate.
- 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.
- The maximum amount of the match per school is \$5,000.
- Currently, our sponsors have donated over \$100,000 in matching funds.

Question 4: Are there fees taken out of the online and text-to-give credit card donations?

No, schools will receive 100% of the donated amount as the Archdiocese of Milwaukee will cover the fees for credit card donations.

Question 5: When is the deadline for matching fund donations, how long will the website be open to accept donations, and when will we receive our funds?

- The deadline for making credit card donations and submitting your list of cash and check donations to receive matching funds is **Tuesday, November 24**.
- We will leave the website open until the beginning of January in case anyone wants to use the site for fundraising over the holidays.
- You will receive a check for the matching donations in early December, and a check for your online credit card donations in mid-January.

Question 6: Where can I find my school's unique text-to-give number?

Your text-to-give number is located at the very top of your school's unique landing page at www.catholicschoolswalk.org. It will be the word SOLES with one or two numbers immediately following. For example: Text SOLES21 to 71777 to donate.

Question 7: Where do I find the instruction sheet to send to my school and parish families that details how to register and become a fundraiser?

This "how-to" document can be found on the [Team Resource page of the website](#), or you can [click here](#).

Question 8: How do I get a list of the individuals who register and donate to my team?

- The only individuals listed on your school's webpage are those people who signed up to become a fundraiser for your school. Unfortunately, you cannot see the individuals who have donated to your team or registered to walk, without becoming a fundraiser.
- To request a report containing this information, please email stonem@archmil.org and ask for your school's registration and/or donation reports. You may also send Marcy a list of days/dates to receive reoccurring reports. **Note that all reports will be run and emailed between 6 p.m. – 8 p.m.**

Question 9: Are there t-shirts this year and will there be any contests?

- No, in order to save costs, and maximize the amount available to use as matching funds, we will not be printing t-shirts this year.
- The decision was made not to hold any contests for this year's Walk.

Question 10: Are we collecting shoes for Stuff the Bus?

That is up to each individual school. We encourage schools to participate in this annual service project as part of the Walk and collect all types and sizes of gently-used shoes for distribution to southeastern Wisconsin St. Vincent de Paul stores. St. Vincent de Paul clients need shoes for interviews, work, school and for everyday use. Each school will be responsible for bringing the shoes they collect to their local St. Vincent de Paul location.

I'm here to help you make the 8th annual Soles for Catholic Education Walk a success at your school. Call or email me anytime with additional questions you may have.

Enjoy this day,
Marcy

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