

# Soles for Catholic Education Walk



**Saturday, October 17, 2020**

Dear Principals and Soles Walk Captains,

We are here to help your school utilize this year's Virtual Soles Walk as an avenue to raise much-needed funds that will directly benefit your classrooms and students. Your school will set your own fundraising goal for items you need, and you will decide how and where walkers will participate. Below are a few items to help you plan and promote the Soles Walk.

To make this fundraising opportunity as easy as possible, we have created [a Planning Guide and Soles Walk Q&A](#) that answers questions such as:

- What is my text-to-give number and how does text-to-give work?
- How can my school receive matching funds from the Soles Walk?
- How do I enter our cash and check donations on the website to receive the correct amount of matching funds?
- Who can edit our school's website information?
- Are we having a Stuff the Bus shoe collection this year? (Note: The answer is yes, see the [Event Information](#) tab on the Soles Walk website for additional details.)
- Should we set a Soles Walk fundraising goal?
- Will we be charged credit card fees for donations made at [catholicschoolswalk.org](http://catholicschoolswalk.org)?

A [Soles Walk Marketing Timeline](#) has also been created to make marketing the Soles Walk to your school families, parish and social media community easy. This timeline is not only a guide of when and where to market the Soles Walk, but also links you directly to the marketing materials and resources you can use that week.

We have a few tips we would like to emphasize.

1. Emphasize to your families and supporters that your school will receive extra money for every dollar it raises due to our generous Soles Walk sponsors who will match a proportion of donations your school receives.
2. Remind families to ask their employer if they match charitable donations. Since the Soles Walk Sponsor donations will be used to match a portion of the money raised by each school, matching employer donations will be worth even more to your school.
3. When you share your text-to-give number, stress that there is no space between SOLES and your school's unique text-to-give number. 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 donate to Wauwatosa Catholic. You can find your school's unique text-to-give number on your school's landing page on the Soles Walk website.

4. Virtual doesn't have to mean every individual walks by themselves. You can invite your team members to walk in small teams of family members, or to socially distance while walking with family and friends. In whatever way you invite your team members to participate, we encourage you to rally your students, families, parishioners, staff and alumni to support Catholic education by joining your school team and to make a donation so your school can continue to thrive. Registration for the 2020 Soles Walk is free. Go to [catholicschoolswalk.org](http://catholicschoolswalk.org), find your school, click "view" then click "register to walk" and complete the form.

Remember 100% of donations raised by your school stay at your school.

We look forward to helping you make this year's Virtual Soles Walk a success.

Marcy



**MARCY STONE**

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Visit [catholicschoolswalk.org](http://catholicschoolswalk.org) today to make a donation to your favorite Catholic school!