



Catholic Schools Walk **PLANNING GUIDE**

WE'RE WALKING INTO OUR 10TH YEAR!

Join Us October 2022

SET YOUR GOALS

—

SET YOUR DATE

—

SET UP FOR SUCCESS

Soles for Catholic Education Walk is now simply,
CATHOLIC SCHOOLS WALK!



www.catholicschoolswalk.org



Steps to Success!

- Select the date (the official walk date is October 15, 2022)
- Set fundraising and participation goals
- Design the event
- Use your school's fundraising page and text-to-give number for easy giving
- Rally your support team

All sponsorship donations will go directly to our Catholic Schools through a proportional match. All schools are eligible to participate in this proportional match, of up to \$5,000.

- **Promote your goals widely**
- **Detail the cost of each item**
- **Explain how the funds will benefit students**

Communicate and publicize your goals:

- Communicate your goals frequently, in a variety of places:
 - Parent newsletters
 - Church bulletins
 - Student announcement and collections at Mass
 - Signs, flyers, and posters at your school and parish
 - Verbal announcements at meetings
 - Social media
- Remember the Rule of 7 – people need to be exposed to a message at least 7 times before noticing it and taking action.
- Keep your school and parish community informed on progress made toward 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.



Walk Event Ideas

- Create your own walking route at a local park, school campus, or neighborhood. Consider contacting the county sheriff or local first responders for support.
- Combine your walk event with a costumed Trick-or-Treat activity.
- 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 brat-fry for the community during the Walk.
- Pick a theme or a sport for the Walk. Ex. for a baseball theme – 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 Walk.
- Encourage each grade to set an individual goal. Grades can set “rewards” for reaching marks towards their goals like dress days, extra recess, food treats, etc.
- Ask local business to provide donations or sponsorship for items such as water, swag, food, or incentive prizes.

Provide updates for your school's fundraising web page.

- Decide on your financial and participation goals
- Send 1-3 photos for your school's page
 - Examples of photos might be images of what your school is raising money for, or images of your previous events.
- Send all of this information to Mary Ann Bickler at bicklerm@archmil.org or Paige Rohr at rohrp@archmil.org for updating.

Promote your school's text-to-give number.

- Share the number 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 phones.

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 past Catholic Schools Walk walkers or supporters, contact Paige Rohr at rohrp@archmil.org.

Visit the Team Captain Resources page, catholicschoolswalk.org.

The Team Captain Resources page includes up-to-date Catholic Schools Walk information and marketing pieces for you to download, edit and use to promote your event.

Here you'll find:

- Catholic Schools Walk logos
- Customizable flyers for your school and parish
- Customizable ads for use in your school newsletter & your parish bulletin



Walk Promotion Ideas

- Sell paper cut-out shoes and make a trail of 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 phones.



Back-to-School Ideas

- Have the principal and/or pastor write a letter explaining the importance of the Walk and fundraising goal to your school. Include the 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 displayed.
 - A sign with your text-to-give code.
- Set class or grade competitions to help generate registrations and donations.
- Be creative and have fun. Some ideas include:
 - Penny wars
 - Principal / Priest challenges
 - 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.



What is the date and time of the annual Walk?

The official date of the 10th Annual Catholic Schools Walk is Saturday, October 15, 2022. Each school will coordinate its own Catholic Schools Walk branded local community fundraising event. You can choose another date besides, October 15, but events must be held in October to be eligible for proportional matching funds.

Who can edit our school's website information?

Please send all school website edits to Paige Rohr at rohrp@archmil.org or Mary Ann Bickler at bicklerm@archmil.org.

How do I register to 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 Paige Rohr at rohrp@archmil.org and ask to be designated as your school's team Walk Captain to ensure that you receive the most up to date news

and announcements to share with your school and community.

When does registration start for the annual Catholic Schools Walk?

Registration is now open for the annual Catholic Schools 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 SCHOOLSWALK and has a # directly following, with no spaces. For example: To make a donation to Burlington Catholic School you would text SCHOOLSWALK6 to 71777. Wauwatosa Catholic’s keyword is SCHOOLSWALK97, so you would text SCHOOLSWALK97 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 Catholic Schools 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 Catholic Schools Walk logo.

Proportional Match Explanation:

Due to some confusion in 2021, we provide this example, so the proportional match model is clear to our team captains and schools.

If our sponsors donate \$100,000 and our schools raise \$700,000, the % match per dollar donation will be about 14 cents on the dollar ($\$100,000/\$700,000 = \$0.142$).

Using this example, we only have \$100,000 from our sponsors, to give out as matching funds, so we couldn’t match the total raised of \$700,000 dollar for dollar. The following are additional details regarding the matching funds:

What is the % of the match?

- The match percentage will depend on how much the schools raise and how much our Catholic Schools 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.

Example

One school fundraises \$20,000

All the Catholic Schools combined raise \$700,000

Walk Sponsors donate \$100,000

Based on the proportional match calculation, $(\$100,000/\$700,000)$ this school would receive \$0.14 for every dollar they fundraised.

The school would receive:

$\$20,000 \times \$0.14 = \$2,800$ in proportional matching funds.

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 Paige Rohr at rohrp@archmil.org or Mary Ann Bickler at bicklerm@archmil.org. They 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 Catholic Schools 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 **Mary Ann Bickler, by Friday, November 18**, 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 2023.

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 2023. 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 Walk questions?

Before October 1 contact Paige Rohr at rohrp@archmil.org

After October 1 contact Mary Ann Bickler at bicklerm@archmil.org