



OUR SCHOOL FUNDRAISER

AWARENESS CAMPAIGN



ST. MARY CATHEDRAL SCHOOL
ST. BONIFACE SCHOOL
ST. LAWRENCE SCHOOL
ST. FRANCIS EARLY LEARNING
ACADEMY



SCHOOL FUNDRAISER: WHAT IS AN AWARENESS CAMPAIGN?

In today's social media focused world, hosting an awareness campaign, also called social fundraising or peer-to-peer fundraising, is an impactful way to spread our message and engage new audiences. In recent years, awareness campaigns have become one of the fastest-growing nonprofit campaign ideas for a good reason - they work! You may recall the ALS ice bucket challenge. This campaign alone raised over \$115 million for ALS research behind the scenes. It has quickly become one of the most popular fundraising styles among organizations and donors alike because it's so engaging.



Today, as awareness fundraising has become more popular, it's hard to find even a single day or month that does not have an awareness effort already associated. But our schools need not build a billion dollar awareness campaign to be successful! Everyday in our schools, success stories are being written by students, staff and volunteers. This is your opportunity to share your personal success story or one of the many stories we will share throughout the campaign in a fun and engaging way.

In addition to bringing awareness to our school community, the awareness campaign has been designed to bring awareness to hunger in our community. We have partnered with Food Finders Food Bank, Inc. to help serve our broader community.



During the campaign, students will be educated on food assistance and the root causes of hunger in our area. Ten percent of all proceeds raised will be donated to Food Finders Food Bank, Inc. in their fight against hunger. When social distancing requirements are lifted, a new service component will be incorporated into the campaign for all children and families in grades three through six.

The campaign has been structured into three teams: St. Francis, St. Mary/St. Boniface and St. Lawrence. Based on the number of unique families at each school, each school team has a goal based upon the total number of families per school. Every family is asked to be an ambassador on behalf of their school with a goal of \$1,000 per family.





FUNDRAISING PROGRAM OBJECTIVES

The new school fundraising awareness campaign is built upon our commitment to the Catholic social teaching themes of (a) Call to Family, Community, and Participation, (b) Option for the Poor and Vulnerable, and (c) Solidarity.

Call to Family, Community, and Participation

"The best way to fulfill one's obligations of justice and love is to contribute to the common good according to one's means and the needs of others, and also to promote and help public and private organizations devoted to bettering the conditions of life." - The Catholic Bishops of the World at the Second Vatican Council

The program will be run almost exclusively by volunteers. Community prayer will be a central component throughout the campaign, and all families will be called on to be a witness by serving our community and actively participating in the elementary fundraiser to keep our schools strong and an option for all families.



Option for the Poor and Vulnerable

"What you do for the least among you, you do for Jesus."
- Matthew 25:34-4

Students will learn about the Catholic social teaching principle Option for the Poor and Vulnerable through a collaborative relationship with Food Finders Food Bank. Students will be educated on food assistance programs and the root causes of hunger in their local community. Ten percent of all proceeds will be donated to Food Finders in their fight against hunger.

Solidarity

Solidarity...is a firm and persevering determination to commit oneself to...the good of all and of each individual, because we are really responsible for all."
- Saint John Paul II

We are called to express solidarity by collectively serving those who are most marginalized. Students and one adult family member in grades three through six will be required to serve in the food pantry of Food Finders Food Bank to process food that will be delivered to those in need. **This service component will take place if social distancing requirements are lifted.*

HOW DOES THIS WORK?

Join Your School Team

On October 22, you will receive an email to create a personal family page.

STEP
01



STEP
02

Spread the Word

Share your family page with friends and family via texts, emails, and social media.

STEP
03

Pray for success

Prayer is a central part of our schools and will be vital to the success of the campaign.



STEP
04

Thank the Donor

Every gift received is a blessing. Thank you messages are automatically sent to the donor from your family page.



STEP
05

Compete for Prizes

Incentives have consistently been fun for students, and there are several different prizes that they can win.





HOW TO EARN POINTS

Point per dollar raised 1 point

Upload a photo or video of your children or family on your campaign page 10 points

Social Media - post a photo from your campaign page to Facebook or Twitter per photo posted 10 points

Tell your family story on your page 20 points

Social Media - post a video from your campaign page to Facebook or Twitter per video posted 25 points

Make your first donation of \$25 or more 50 points

PRIZES AND INCENTIVES

INDIVIDUAL PRIZES

- N.U.T. Card - 30 points
- N.U.T. Card - 100 points
- Initial draw from the Kids Collection - 250 points
- Additional draw from the Kids Collection for each additional 100 points earned.

DRAWINGS

- Students receive 1 entry for every \$100 raised on their family page. Three winners are drawn each day. Winner gets their choice of \$20 cash or \$20 gift card. Previous drawing winners are excluded.

SAINTS PARTY

- Any school that makes their goal will receive a pizza party including a visit by Kona Ice after the fundraiser.

\$1,000 SUPPORTERS

- Every family that raises \$1,000 will be entered to win an item of their choice. Three names will be drawn.
 - Microsoft Xbox One X Gaming Console
 - Nintendo Switch Gaming Console
 - Sony PlayStation 4 Pro Gaming Console
 - Diji Mavic Mini Drone
 - Skywalker 15' Round Trampoline with Enclosure

5 WAYS TO RAISE \$1,000

1. Make the first donation of \$100 on your family page to demonstrate your commitment to the cause.
2. Ask 5 family members or friends to match your donation.
3. Ask 5 coworkers to donate \$25.
4. Go social! Make an individual video to share why you are fundraising for this campaign.
5. Ask your company to match your donation.

FAQ

Why did the school system make a change with the fundraiser?

We are constantly evaluating new and innovative ways to sustain the long term viability of our schools. The magazine sale has worked well for our schools for many years, but there were several shortcomings with this approach, which included the following: lack of mission focus, lack of stewardship opportunities for supporters, less than 40% of the funds were going to the schools, parent fatigue from selling, donor fatigue from buying stuff, and the growing need for funds.

How does this work?

We have partnered with an industry leading technology provider called OneCause to make the process easy and transparent for you. A custom campaign page has been developed to help guide you through the process. Each family will receive an email link to their family page associated with their respective school. We have put together tips and direct links to message others on your personalized family page to help you run a successful campaign.

When will the campaign start and finish?

The elementary fundraising campaign will kick off October 22th and close on November 13th.

What is our family's fundraising goal?

Each family has a default goal of \$1,000. Donations made on your family page will go toward your family goal and the school team goal. With over 300 unique families within our elementary and preschool community, however, we recognize that not everyone has the capacity to raise this much. Everyone's active participation, regardless of the amount raised, is what is most important to bringing awareness to your school.

What if I have students at multiple schools?

If you have students at multiple schools, the school where your oldest child attends has been pre-selected as the school team.

What is my school team's goal?

Each school team's goal is based on the unique number of families.

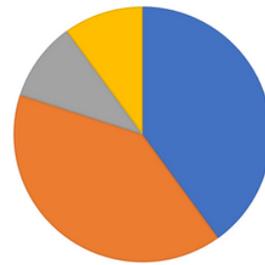
St. Francis Goal - \$20,000

St. Lawrence Goal - \$35,000

St. Mary/St. Boniface Goal - \$55,000

How will the funds raised be used?

All support will be divided between the following.



- Student Success in the Classroom - 40%
- Strategic Initiatives - 40%
- Food Finders Food Bank - 10%
- Program Expenses - 10%

What is the best way to raise \$1,000?

For maximum impact, share with your close friends and family first. Sharing your fundraiser with your family and close friends helps you build up donations before sharing it more widely with others. On average, if you share with 20 individuals, half of them will donate to support you, getting you to your \$1,000 goal.

Why have we partnered with Food Finders Food Bank, Inc.?

As Catholics, we are called to care for the poor and needy. Through our partnership with Food Finders, our goal is to come together as one school family to help fight hunger right here in our local community and support their mission through service.

Does my support in the School Fundraiser count towards the annual LCSS Spirit Fund?

Yes! School families who participate in the School Fundraiser will not be asked to also support the LCSS Spirit Fund. Spirit Fund is the annual fundraising campaign to financially support all LCSS education expenses not covered by the general operating budget.

