

SCHOOL OF ST. PHILIP, LITCHFIELD MN.



Small Steps, Big Intentions Marathon

Family Packet

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School of St. Philip families:

The Small Steps, Big Intentions Marathon is back. We incorporate our fundraising with our Christian faith and the experience is heartwarming. For new families: **welcome to our team!** We look forward to sharing the experience of our Marathon and helping you along the way.

Keep these things in mind throughout the Marathon:

Marathon Support: Marathon Committee members and Subcommittee Members are ready to help you reach our fundraising goal. Contact them with questions/needs.

One Major Fundraiser. Raising \$50,000 during our marathon will eliminate the need for multiple smaller fundraisers throughout the year.

Take joy in helping others. *Small Steps, Big Intentions Marathon* touches people's lives in powerful ways, while instilling values in our children associated with helping others.

Teamwork! We want 100% participation. We would like 100% of our families to participate in this year's *Small Steps, Big Intentions Marathon*. There's nothing more satisfying than when people come together to achieve something great. Together, we can do this!

Business Support: Do you feel awkward approaching businesses? Remember you are asking the business to support our school, not just your child/children.

Marathon Prayer: Pray as a family.

Dear God,

You have given us many gifts to share with others.

We ask that you continue to walk with us, step by step, showing us how to be Children of God.

Lead us to a successful and prayerful Marathon through our Small Steps and Big Intentions.

We ask this through Christ Our Lord.

Amen.

Good luck and let's go!

The Small Steps, Big Intentions Marathon Committee

Small Steps, Big Intentions Marathon Quick Guide

Take 10 minutes to read! Get up to speed – learn how to succeed!

What is *The Small Steps, Big Intention* Marathon?

It's our annual fundraiser for nonpublic schools that is held across the nation. 100% of the money we collect goes to our school. At the School of St Philip, students obtain pledges and walk through Litchfield. We also ask for intentions, students will pray for others in need.

What's happening and when?

- **NOW through September 30:** Collect pledges and intentions.
- **August 24:** Marathon information distributed at Parent Night.
- **August 31:** Marathon Kick-Off Rally at Back to School Family Night
- **September 9th, 16th, and 23rd** after Mass, a Rally will be in The Church Social. Families welcome.
- **Every Week:** Donation/Pledge Envelopes are turned into school.
- **Every Thursday:** Donation/Pledge Envelopes are tallied for Friday's Rally & Weekly report.
- **9:00am, September 30:** *Small Steps, Big Intentions* Mass & Marathon Day will begin at the Church.

Who do I ask to pledge me?

All Families should ask: parents, grandparents, aunts, uncles, neighbors, family, friends and co-workers. Each Family is asked to contact specific parishioners assigned to your family. We encourage you to contact several businesses for support also. You may check them out of the Business Library located at the school.

When I get a donation, what do I do?

Fill out the information for your family/business and place it in the special Marathon Envelope. Record the details on the Envelope and make sure your family name is on it. Record your pledge on the Donation/Pledge Sheet. Each week, bring your Pledge Envelopes collected to school and give them to your teacher.

How do I collect pledges?

Collect money when you receive a pledge. If the donor asks to give money later, you have until September 26th to collect it. Collect all your money put it in your envelope and turn it on or before September 26th, 2011.

What's New!

We try to improve on how we do the marathon each year. This year we have three changes: **Marathon Subcommittees, A Business Library, and the Parish Mailing.**

1: Marathon Subcommittees:

The Marathon is a large commitment and has several elements to it, so we have created 11 subcommittees to help distribute the work. The School and Marketing Committee members have been assigned to each of the sub-committees and will be responsible for coordinating the activities. As families of St. Philip School, we are asking that you actively participate in one of the subcommittees. As the marathon approaches, a subcommittee member will be in contact with you.

Family Packet/Accounting/Parishioner Mailing:

Family Packet Group/Parishioner Mailing is responsible for organizing the family packet and coordinating the parishioner mailing.

Accounting: will meet weekly to count the money, record intentions and business information.

Business:

Business Advocates: This group will approach businesses directly.

Business Support: This group will assist with the 'office administration'. It will include computer use, assembling business packets and monitoring the progress of business contact. In August, families will be able to pick up/check out business envelopes. This group will be in charge of coordinating pick up times and being available during the week to assist in checking the business envelopes out.

Publicity:

Advertisements: This group will be responsible to communicate Marathon News to our community. It will include: Radio Announcements, Marathon updates in the Paper, on our Facebook page, on our website, and submitting the 'Thank You' in the paper.

Tax Letter to Businesses/Individuals:

When individuals or businesses donate over \$250 dollars, we are required to send them a letter for tax purposes. This group will be responsible for coordinating and mailing the letters.

Kick-Off Rally/Friday Rally's & Marathon Day Prep/Marathon Signs:

Kick-Off Rally: This group will be responsible for planning the 20 minute Kick-Off Rally. It includes planning, set up, music, prayers, and environment.

Friday Rally's: Every Friday in September, after Mass, a 20 Minute Rally is scheduled. During this Rally, the Intentions are read, the money received is announced, an in-depth activity is done, and the theme song played. This group will be responsible for coordinating the Friday Rally's.

Marathon Day: This group will plan the Marathon route, contact Law Enforcement, take the 'thank you' picture, plan activities, and contact The KC's for food.

Marathon Signs: As part of our commitment to market the businesses that have supported us, we will show case signs advertising the businesses while walking in the Marathon. This group will be responsible for making those signs.

Parent Party:

Once the goal is met, a parent party needs to be planned. This committee will be in charge of coordinating set up/clean up, food/beverages, and environment.

2. Business Library

Our Goal is to ask for donations from businesses that supported us previously and to connect with new businesses. To ensure all businesses are contacted, and contacted only once, as well as to give all families an opportunity to contact businesses, we have created a business library.

The process for businesses this year is:

- Information on all the businesses will be kept at the school. It will include the business contact information and previous pledge amount.
- **Beginning August 15th**, each family may check out up to 3 businesses at a time and the deadline for contacting the business and returning the information is 1 week from check out.
- **Beginning Friday, September 9th**, Business Advocates will also be contacting businesses that are not checked out.
- If your family is relying on business support, it is important to get started early because the businesses you want may already be chosen.
- **Family Confidentiality-** If a business is checked out to a family, the family name will remain confidential.
- Families are able to check out businesses throughout the Marathon. The deadlines ensure businesses are contacted.

For more information or concerns contact Josh Carlson at home (320) 693-2720 or cell (320) 221-1335 also Kristie Isakson at home (320) 593-2508 or cell (320) 223-5554.

Please honor this system. It ensures each business is approached only once and leaves a great impression of The School of St. Philip on the generous business community.

3. Parish Mailing:

We will again assign each school family approximately 10 parish members to contact. The parish mailing committee will develop the form letter for parishioners. The students will personalize the letters and they will be sent from school. Your family will receive a copy of the letter and your list of parishioners. You may contact the parishioners by phone or in person, since the letter will state a school family will be following up. The parish overwhelmingly asked for the '*personal*' contact of a call or visit.

FYI: Contact parishioners whom you have relationships with at any time. You are NOT limited to only your list!

Subcommittee Chair Contact Information

Family Packet/Parish Mailing: Kristin Jaquith

Accounting: Jane Beach

Publicity: Michelle Falling/Steve Nelson

Business: Josh Carlson/Kristie Isakson/Rose Pyrlik

Kick Off Rally: Jane Wagner (Erickson)

Friday Rally's: Amy Toenjes

Marathon Day: Tom Zens

Business Tax Letters: Kristie Isakson/Kristin Jaquith

Parent Party: Lisa Schneider

GOALS:

It has been the tradition at The School of St. Philip to reward the students and families, through activities and events, when the marathon goal has been reached. In addition to our rewards and incentives, our *Small Steps, Big Intentions* Marathon gives us the chance to help our students understand their role and responsibility as Good Stewards of the Gifts and Blessing we receive from God. We are all called to be generous in our response to God. We are called to support the work and mission of the Church (School) as a Christian Responsibility. This holistic response is attempting to avoid the “What do I get out of it?” response that typically happens with a monetary reward or gift.

To promote teamwork, a School goal has been set instead of family goals. Ideally, each family will strive to raise \$900.00, which yields approximately \$50,000.00. Please don't stop there, go above and beyond so we'll be in even better shape. We will reach our \$50,000.00 goal through appeals to friends, family, businesses, our parish and neighboring parishes.

<u>Goals are:</u>	<u>Weekly School Goal</u>	
Week #1	\$12,000.00	GREAT JOB! We have begun!
Week #2	\$25,000.00	WOW! We are half way there!
Week #3	\$37,500.00	We are on the home stretch!
Week #4	\$50,000.00	Hallelujah! Hallelujah! Hallelujah!

CELEBRATE SUCCESS:

We've set a big goal, so we'll celebrate success on a large scale. During our Friday Rally's, we will announce our progress and encourage students to keep up the good work. Each week, we will be offering something special at our Friday Rallies. These incentives will provide encouragement and appreciation to our students for the good work and ministry they are doing. These weekly goals, incentives, and rallies give us an opportunity to celebrate our immediate success and accomplishments, as we work together striving to reach our ultimate goal: Our gifts of petitions and support to our community and our effort to reach our total.

How we will celebrate:

<u>Goal:</u>	<u>Celebration</u>
\$12,000.00	Half hour recess
\$25,000.00	Afternoon Movie
\$37,500.00	Teacher Surprise
\$50,000.00	Field Trip

Small Steps, Big Intentions Marathon Fundraising Tips/Ideas

Enthusiasm and optimism counts! Share your excitement and enthusiasm for being a part of the School of St. Philip Community and *Small Steps-Big Intentions* Marathon. Be positive and smile!

Mind your Manners. Start each conversation with “Is this an okay time to talk?” End every conversation with a “thank you” and a smile, even if someone says “no”. Leave every person with a great impression of The School of St. Philip kids. They’ll remember you.

It’s our major fundraiser! For friends, family and businesses that have supported you for multiple School Fundraisers, emphasize that *if* we make our goal of \$50,000.00, you will not be back to ask for more money again (and again and again) during the school year.

Mailing/Emailing letters: Many families exceed their goal by sending letters or emails to potential donors. See Examples below or on our website. Remember to enclose a self-addressed envelope.

Double your money! When you receive a donation, ask “would your employer match your gift?”

Start high and others will follow. People will tend to give what they see other people gave, so try to get a larger donation (\$20-\$50) on your pledge form first. Or, if you like, you can have two pledge sheets, one for smaller donations and another for larger ones.

Develop a plan. Make a list of whom you will ask for a donation: friends, family, work colleagues, and neighbors. Develop “mini-goals”. (Note: Each family will be given a list of parishioners to contact and businesses may also be selected on a first come first serve basis.)

\$900.00 in 30 days! Here is how:

Sponsor yourself \$50.00. Your total is \$50.00

Ask 4 family members to contribute \$25.00. Your total is now \$150.00

Ask 10 friends to donate \$20.00. Your total is now \$350

Ask 10 co-workers to sponsor you for \$10.00. Your total is now \$450.

Ask 5 neighbors to donate \$10.00. Your total is now \$500.

Ask 10 parishioners to donate \$10.00. Your total is now \$600.

Ask your boss for a company contribution of \$100.00. Your total is now \$700.

Contact 2 local businesses. Ask for \$100. You’ve raised \$900.

Face-to-Face Is Best. In-person visits are the most effective way to raise pledges especially when your children participate. It may seem hard, but often all you need to do is get past your first “ask” then it’s a breeze.

Telephone Calling donors is effective and direct. Know what you are asking for before you pick up the phone. Be prepared to talk briefly about *Small Steps Big Intentions* and then ask, “I’d appreciate being able to walk for a person or group that is special to you. Would you be willing to sponsor me?”

Be a social butterfly. Making contact with as many people as possible will be key to your fundraising. Chances are, your friends and family will be more than happy to be a part of your fundraising campaign, but don’t limit yourself there. Go beyond your inner circle!

Follow-up. Some donors will tell you to call or visit at a better time. It may take time to reach everyone, but it will pay off to follow-up.

Any amount adds up. Do not be concerned with the size of the pledges you receive. Large and small donations all add up toward your goal. Remember ‘small steps, big intentions’!

You don’t know until you ask. You may think there are certain people who won’t pledge you, but you won’t know unless you ask. Who knows? They could be among your biggest supporters.

September 2011

Hello Friends and Family!!!!

Introduce your letter with some events that have happened during the summer or throughout the school year- swimming, a vacation, what grade your student is in, special memories.... Include a picture of your family or student to add a more personal touch. After the marathon is over, send a thank you note or a picture note saying we made it thanks to you.

Once again, we are participating in our *Small Steps, Big Intentions Marathon*. This will be the schools major fundraiser and our goal is set for \$50,000. The money raised is used to help keep tuition at an affordable rate for us.

During our *Small Steps, Big Intentions Marathon*, we walk for your intentions! Is there someone you know for whom I can walk and pray for? Maybe someone who is fighting an illness, someone who has passed away, someone having a baby or a group of people, like soldiers serving our country, cancer survivors or graduating seniors.

The school will be making a banner displaying all the intentions that are given to us. While on our *Small Steps, Big Intentions* walk Friday, September 30, 2011, we will pay tribute to all the intentions collected.

If you are able to sponsor me and/or pray for a safe, successful walk, please fill out and send the bottom half of the paper back to me. A self-addressed envelope is enclosed and remember all donations are tax deductible. If you are unable to contribute financially, send it back with a note or intention and keep all of the marathon participants in your prayers.

Thank you in advance for your thoughts, prayers, and support. You are a blessing!

I, _____ will sponsor you on the *Small Steps, Big Intentions* walk.

Prayer Support____ **Angel \$10.00**____ **Apostle \$20.00**____ **Saint \$50.00**____ **Other** _____

Please make checks to: **School of St. Philip**

My Intentions (please circle one): in honor of in memory of

My Message to (Family Name HERE):

Please return this form by Monday, September 26th, 2011. Thanks for your support!

September 2011

Dear

My school is participating in *The Small Steps, Big Intentions Marathon*. It's a school fundraiser and a chance for me to join my classmates in honoring and praying for people who need support.

Small Steps, Big Intentions Marathon is part of the annual National Marathon for Nonpublic Education. On Friday, September 30th, my classmates and I will walk 'in honor of' or 'in memory of' people in need of prayer.

Is there someone that's special to you for whom I can walk? It could be someone who is fighting an illness, who has passed away or who is about to have a baby. It could also be a special group of people, such as, soldiers serving overseas, cancer survivors or people who are in need of jobs. The possibilities are endless. My principal, pastor, teachers, classmates and I will honor your special intentions/person/group. We will pray for your intentions at each weekly school Mass, and daily in our classrooms. We will also create a banner to display the special intentions. These names and your intentions will be with us in spirit on our Marathon and throughout our school year!

The Small Steps, Big Intentions Marathon is our main fundraiser for the year. Our goal is \$50,000. Would you be willing to sponsor me? I would appreciate any amount that you can give because it will help us work towards our goal.

Please fill out the bottom section and send it to me in the enclosed self-addressed envelope by Monday, September 26th. Remember your pledge is tax-deductible.

God Bless You!

Student's Name: _____

Name of person or group we are praying for: _____

Please check one: In Honor Of In Memory Of

Tell us about this person/group: _____

What intention would you like us to pray for: _____

My Pledge is for: \$_____

My Name and Address: _____

Please make checks payable to: **School of St. Philip**

THANK YOU FOR YOUR CONTINUED SUPPORT!

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