



STEP IT  
UP!

# STEP-BY-STEP GUIDE

presented by PoP!

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# Thank You for Partnering with Us!

Thank you for partnering with PoP! (short for Power of Purpose) to deliver an amazing experience to your students while raising funds for your school. This guide will walk you through the entire fundraiser process, to help make this the easiest and most effective fundraiser your school has ever done! Schools that follow our Step-by-Step Guide see **higher results and run smoother events!**

## Inside this Step-by-Step Guide, you will find:

- ✓ Dashboard login info and instructions: This is where you monitor your schools progress and see all the magic happen!
- ✓ Event Timeline/Checklist: Print this out and check the box as you complete the task!
- ✓ Principal Emails: Just copy, paste, add specific details for your fundraiser, and send!
- ✓ Social Media Kit: Everything you need to get the word out!
- ✓ Week of WoW Daily Announcement Examples (Drawing Prizes)
- ✓ Optional Student/Teacher Incentives
- ✓ A general overview and what to expect at your Day of Awesomeness!

## Dashboard Details

Your admin site is: [https://admin.pop4kids.org/users/sign\\_in](https://admin.pop4kids.org/users/sign_in)

Your admin email is: [popsiu2022+silverhillsms@gmail.com](mailto:popsiu2022+silverhillsms@gmail.com)

Your admin password is: **Welcome2**

Click Here for Instructions: [Dashboard Instructions.](#)

### Note regarding Prizes & Donation Platform:

Please have parents contact our customer support directly regarding broken, damaged, or missing prizes and questions regarding the online platform. Phone: 866.535.5285 Email: [support@pop4kids.com](mailto:support@pop4kids.com)



# Event Timeline & Check List

| Timing                                            | Date           | Actions                                                                                                                                                               | Done |
|---------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 2-3 Weeks Before Kick-Off                         | Wednesday 8-24 | Pre-Plan meeting with your fundraising ambassador                                                                                                                     | X    |
| 1-2 Weeks Before Kick-Off                         | TBD            | Allow your fundraiser Ambassador to briefly attend an in person or virtual "All Staff" meeting                                                                        |      |
| 1 Week Before Kick-OFF                            | TBD            | Receive your Golden Ticket Prizes. Your fundraising Ambassador will coordinate the delivery of prizes and advise you on how to distribute them                        |      |
| 6 Days Before Kick-Off                            | Thursday 8-31  | Send Principal Email #1 to parents <b>"SAVE THE DATE"</b>                                                                                                             |      |
|                                                   |                | Make copies of Golden Ticket (1 for each student)                                                                                                                     |      |
| 3 School Days Before Kick-Off                     | Friday 9-2     | Send "Staff Email" to ALL teachers and staff members, attach the Golden Ticket and Teacher FAQ's sheet                                                                |      |
| 1 School Day before Kick-Off                      | Tuesday 9-6    | Post Social Media #1                                                                                                                                                  |      |
|                                                   |                | Add fundraiser information to school marquee                                                                                                                          |      |
| DAY 1 of Fundraiser<br><br>(Fundraiser Kicks Off) | Wednesday 9-7  | Resend "Staff Email" to teachers and staff in the morning! Attach Golden Ticket and Teacher FAQ's sheet                                                               |      |
|                                                   |                | Kick-Off assembly!                                                                                                                                                    |      |
|                                                   |                | Send ALL students home with a printed copy of the <b>Golden Ticket!</b>                                                                                               |      |
|                                                   |                | Send "Principal Email #2" to ALL families and attach the PDF version of the <b>Golden Ticket!</b>                                                                     |      |
|                                                   |                | Post Social Media #2                                                                                                                                                  |      |
|                                                   |                | Have each teacher post the Golden Ticket as a Non-Graded Assignment for all students on your LMS                                                                      |      |
| DAY 2 of Fundraiser<br><br>(1 Day After Kick-Off) | Thursday 9-8   | Receive 1 <sup>st</sup> Golden Ticket Report from your Ambassador                                                                                                     |      |
|                                                   |                | Receive 1 <sup>st</sup> Teacher Report from your Ambassador                                                                                                           |      |
|                                                   |                | Share the Teacher Report with your TEACHERS, ask them to encourage their students to participate that have not and congratulate the ones that have!                   |      |
|                                                   |                | Hand out Golden Ticket prizes. Only students on the Golden Ticket report receive prizes!                                                                              |      |
|                                                   |                | Announce the Golden Ticket deadline has been extended one more night! Students have one more chance to earn Golden Ticket Prizes if they haven't earned them already. |      |
|                                                   |                | Announce Mini Party Fridge with cash winner #1                                                                                                                        |      |
|                                                   |                | Send "Principal Email #3" to ALL families & attach the <b>Golden Ticket!</b>                                                                                          |      |
|                                                   |                | Post Social Media #3                                                                                                                                                  |      |
|                                                   |                | Play Second Chance Reminder Video for all students before the end of the day.                                                                                         |      |

|                                                                                                             |                |                                                                                                                                                                                                   |  |
|-------------------------------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| DAY 3 of Fundraiser                                                                                         | Friday 9-9     | Receive 2 <sup>nd</sup> Golden Ticket Report from your Ambassador                                                                                                                                 |  |
|                                                                                                             |                | Receive 2 <sup>nd</sup> Teacher Report from your Ambassador                                                                                                                                       |  |
|                                                                                                             |                | Share the Teacher Report with your TEACHERS, ask them to encourage their students to participate that have not and congratulate the ones that have!                                               |  |
|                                                                                                             |                | Hand out Golden Ticket prizes to all students on the report that did not receive prizes yesterday!                                                                                                |  |
|                                                                                                             |                | Announce Mini Party Fridge with cash winner #2                                                                                                                                                    |  |
| DAY 6 of Fundraiser                                                                                         | Monday 9-12    | Announce the fundraisers progress and encourage students to participate. Let them know they can still send messages, earn level prizes, and be entered to win one of the remaining drawing prizes |  |
|                                                                                                             |                | Announce Mini Party Fridge with cash winner #3                                                                                                                                                    |  |
| DAY 7 of Fundraiser                                                                                         | Tuesday 9-13   | Receive 3 <sup>rd</sup> Teacher Report, share with teachers, ask them to encourage all students to send 10 messages for a chance to win tomorrow's \$250 Amazon Gift Card                         |  |
|                                                                                                             |                | Announce Mini Party Fridge with cash winner #4                                                                                                                                                    |  |
|                                                                                                             |                | Post Social Media #4.                                                                                                                                                                             |  |
| DAY 8 of Fundraiser                                                                                         | Wednesday 9-14 | Announce the winner of the \$250 Amazon Gift Card! If possible, take pictures and/or video. Share the success on social media and school newsletter.                                              |  |
| DAY 9 of Fundraiser                                                                                         | Thursday 9-15  | Send "Principal Email #4" to ALL families & attach the <b>Golden Ticket!</b>                                                                                                                      |  |
| DAY 10 of Fundraiser                                                                                        | Friday 9-16    | Encourage students to participate over the weekend                                                                                                                                                |  |
| DAY 13 of Fundraiser                                                                                        | Monday 9-19    | Receive 4 <sup>th</sup> Teacher Report, share with teachers, ask them to remind students they need to send 10 messages or raise \$50 to go to the Day of Awesomeness                              |  |
| DAY 14 of Fundraiser                                                                                        | Tuesday 9-20   | Remind students that all cash and check donations are due tomorrow                                                                                                                                |  |
| DAY 15 of Fundraiser<br>(Turn-In Day)                                                                       | Wednesday 9-21 | Begin inputting all offline donations (cash & checks) into your online donation website.                                                                                                          |  |
|                                                                                                             |                | Your online donation website will continue to accept donations over the next few days!                                                                                                            |  |
| 2 Days After Turn-In<br><br>- All Cash & Check Donations must be added online to count towards level prizes | Friday 9-23    | Post Social Media #5                                                                                                                                                                              |  |
|                                                                                                             |                | Final day to add offline donations into your online donation website.                                                                                                                             |  |
|                                                                                                             |                | Send your fundraising Ambassador an email once all offline donations have been entered so we can begin organizing and packing your students' prizes!                                              |  |
| Day of Awesomeness                                                                                          | Friday 10-7    | See Day of Awesomeness Overview for more details                                                                                                                                                  |  |
| Level Prize Delivery                                                                                        | TBD            | Your fundraising Ambassador will coordinate the delivery of the level prizes your students have earned and advise you on prize distribution.                                                      |  |



# Principal Emails & Instructions

Please help us make your fundraiser a huge success by sending ALL pre-drafted emails on the designated dates and times. These emails are designed to help keep your teachers, staff, parents, and community informed and inspired throughout the fundraiser! Feel free to make changes and personalize the provided emails. Be sure to add the missing information indicated by **Principal to add info**. If your school has access to an “ALL CALL” via phone calls and/or text messages, please utilize that resource to get the word out!

*NOTE: English & Spanish Versions for each parent email is included.*

## Staff Email

**Subject line:** Fundraiser Action Required – Teacher Instructions

**Please:**

Attach Golden Ticket PDF and Teacher FAQ's Sheet

Team,

We will be kicking off for our Step it Up Fundraiser on Wednesday September 7<sup>th</sup>. Why is this important? Because the money raised, will support our students, staff, and you! How?

- **Principal to add what money raised goes toward**

So please...be sure to take the time to help your students and our school. Your involvement is critical to our success!

- Our Step it Up Assembly will be on Wednesday September 7<sup>th</sup> **Principal to add kick-off schedule**. All students will be going home with a Golden Ticket Parent Letter and their parents/guardians will be emailed the information as well.
- Please share the GOLDEN TICKET PARENT LETTER on our LMS.

Suggested wording: We have an important assignment that we're asking EVERYONE to complete tonight (with a parent/guardian). It should only take 10 minutes or less, and once completed you will automatically be added to our list of students who qualify for the Golden Ticket Prizes and Drawings tomorrow. First, open the Golden Ticket Parent Letter attached. Click the donation link and follow the instructions WITH a parent/guardian. Next, you will register and then enter 10 or more email addresses/cell phone numbers of your family and friends. Contacts entered should only be adults. Once you have completed the Golden Ticket assignment, you will automatically be on our list tomorrow to earn cool prizes! Tomorrow you will earn the Golden Ticket Prizes and be entered into the \$250 Amazon Gift Card drawing!

- 1 Day after the assembly: On Tuesday, please play this very short second chance video to your students the day after our Kick-Off assembly. Please remind them that they can still help their school.

### [Second Chance Video](#)

**Kick-Off Date:** Wednesday September 7<sup>th</sup>

**Kick-Off Schedule:** **Principal to add**

**Fundraiser Ends:** 2 weeks after our kick-off assembly

**Day of Awesomeness Date:** Friday October 7<sup>th</sup>



## Parent Email #1 SAVE THE DATE

**Subject line:** Save the Date,  
the Awesomeness is coming!

**Please Send:**  
Between 12:00-2:00pm

Hello Parents and Families!

We are excited to offer a way to give back to Silver Hills Middle School. On Wednesday September 7<sup>th</sup> we will be kicking off an event to help raise funds that will benefit our students and staff. Our Step it Up program, will help with funding STORM Card Prizes, Positive Reinforcements for Students & Staff, Instructional Resources, and Student Celebrations in addition to: New technology, curriculum enhancements, and innovative learning materials.

It is going to be AWESOME; we are excited to get started!

A few things to note:

- This program will be very easy for you. It only requires about 10 minutes of your time.
- Your students can earn great rewards, just for their effort. No money required!
- This is an online, donation-based fundraiser, and the email and text message donation requests can go to people you know anywhere in the world. That means no direct pressure on your shoulders.

Students will be bringing home more information next week after our kick-off assembly. Please help your student register and complete the Golden Ticket assignment THAT VERY NIGHT! All students who complete the Golden Ticket assignment will receive fun PRIZES and it does not require any money to register. We will also have some fun drawings for a \$250 Amazon Gift Card and four Mini Party Fridges stuffed with CASH!

I will be sending a few more emails throughout the two-week program. Please contact me directly if you have any questions. Thank you in advance for your support!

Sincerely,

(PRINCIPAL'S SIGNATURE)



## Principal Email #1 Spanish Version

**Subject line:** ¡RESERVA LA  
FECHA! ¡LO IMPRESIONANTE  
VIENE LA PRÓXIMA SEMANA!

**Please Send:**  
Between 12:00-2:00pm

¡Hola padres y familias!

¡Estamos emocionados de ofrecer una forma de retribuir a Silver Hills Middle School! En miércoles 7 de septiembre iniciaremos un evento para ayudar a recaudar fondos que beneficiarán a todos nuestros estudiantes y personal. Nuestro programa Step it Up, más específicamente, ayudará con la financiación de ¡Premios de la tarjeta STORM, refuerzos positivos para los estudiantes y el personal, recursos educativos y celebraciones estudiantiles! Además de: nueva tecnología, mejoras en el plan de estudios y materiales aprendizaje innovadores.

Va a ser espectacular, Y estamos emocionados de empezar!

Algunas cosas para tener en cuenta:

Este programa te resultará muy fácil. Solo requiere 10 minutos de su tiempo.

Sus estudiantes pueden ganar grandes recompensas, solo por su esfuerzo.  
¡No se requiere dinero!

Este es un recaudador de fondos en línea basado en donaciones, y las solicitudes de donación por correo electrónico y mensaje de texto pueden enviarse a personas que conoces en cualquier parte del mundo. Eso significa que no hay presión directa sobre tus hombros.

Los estudiantes traerán a casa más información la próxima semana después de nuestra presentación de la fiesta de lanzamiento. ¡Por favor ayude a su estudiante a registrarse y completar la asignación del Boleto Dorado ESA MISMA NOCHE! Todos los estudiantes que completen la asignación del Boleto Dorado recibirán PREMIOS divertidos y no requieren dinero para registrarse. ¡También tendremos algunos sorteos divertidos para una tarjeta de regalo de Amazon de \$ 250 y cuatro mini refrigeradores para fiestas llenos de EFECTIVO!

Enviaré algunos correos electrónicos durante el programa de dos semanas. Por favor, póngase en contacto conmigo directamente si tiene alguna pregunta. ¡Gracias de antemano por su apoyo!

Sinceramente,

(PRINCIPAL'S SIGNATURE)



## Principal Email #2

**Subject line:** Please help our school and your student tonight!

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

Dear Parents and Families:

We are SO excited to invite all of you to participate in our Step it Up Program!

We need your help to raise money for: STORM Card Prizes, Positive Reinforcements for Students & Staff, Instructional Resources, and Student Celebrations in addition to new technology, curriculum enhancements, and innovative learning materials.

Our next step is to ask each of you to take action by MIDNIGHT TONIGHT by clicking the link below. It will take you to our school's donation website, where you can set up your child's personal donation page and invite your friends and family by email or text message to join in our efforts!

<https://app.pop4kids.org/silverhillsms80234>

This entire process can be completed in TEN MINUTES OR LESS. Please enter at least TEN OR MORE email addresses or cell phone numbers of your friends and family via your personal donation page, and your child will automatically qualify for Golden Ticket Prizes that we will start handing out TOMORROW! Please make sure you complete this process by midnight tonight to qualify for prizes tomorrow.

Don't forget to share your personal donation link on social media as well. The more money we raise, the more impact we can make at Silver Hills Middle School.

Our school is very excited to celebrate our students and their hard work at our Day of Awesomeness! Check out this link to see what this EPIC event is all about: [Day of Awesomeness Video](#)

Every donation, big or small, will help our school. Please help us reach our goal of 100% participation, so that we can continue to fund and support our students' bright and amazing futures!

Sincerely,

(signed by Principal)

PS: Attached is the Golden Ticket Parent Letter that was sent home with your student today, which contains all the information.

Questions about how to complete your Golden Ticket?

Click here: [How To Link.](#)

Have confidence that the data entered in the donation platform is safe and secure. [Privacy Policy.](#)





## Principal Email #2 Spanish Version

**Subject line:** ¡Por favor ayude a nuestra escuela y a su estudiante esta noche!

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

Estimados padres y familias:

¡Estamos MUY emocionados de invitarlos a todos a participar en nuestra recaudación de fondos Step it Up!

Necesitamos tu ayuda para recaudar fondos para: ¡Premios de la tarjeta STORM, refuerzos positivos para los estudiantes y el personal, recursos educativos y celebraciones estudiantiles! Además de nueva tecnología, mejoras en el plan de estudios y materiales aprendizaje innovadores.

Nuestro próximo paso es pedirles a cada uno de ustedes que tomen medidas antes de la MEDIANOCHE DE ESTA NOCHE haciendo clic en el enlace a continuación. ¡Lo llevará al sitio web de donaciones de nuestra escuela donde puede configurar la página de donaciones personales de su hijo e invitar a sus amigos y familiares por correo electrónico o mensaje de texto para unirse a nuestros esfuerzos!

<https://app.pop4kids.org/silverhillsms80234>

Todo este proceso se puede completar en DIEZ MINUTOS O MENOS. ¡Ingresa al menos DIEZ O MÁS direcciones de correo electrónico o números de teléfono celular de sus amigos y familiares a través de su página de donación personal y su hijo calificará automáticamente para los premios Golden Ticket que comenzaremos a entregar MAÑANA! Asegúrese de completar este proceso antes de la medianoche de esta noche para calificar para los premios de mañana.

No olvide compartir su enlace de donación personal en las redes sociales también, cuanto más dinero recaudemos, más impacto podamos tener en Silver Hills Middle School.

¡Nuestra escuela está muy emocionada de celebrar a nuestros estudiantes y su arduo trabajo en nuestro Día de la Genialidad! Echa un vistazo a este enlace para ver de qué se trata este evento EPIC: [Video del día de la Genialidad](#)

Cada donación, grande o pequeña, ayudará a nuestra escuela. ¡Ayúdenos a alcanzar nuestra meta de 100% de participación para que podamos continuar financiando y apoyando el futuro brillante y sorprendente de nuestros estudiantes!

Sinceramente,

(Signed by Principal)

¿Preguntas sobre cómo completar tu Golden Ticket?

Haga clic aquí: [How To Link.](#)



## Principal Email #3

**Subject line:** WOW! There is no stopping our families!

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

### OUR FAMILIES ARE AWESOME!

In the past 24 hours, so many of our families have answered our CALL TO ACTION, sending LOTS of donation requests to friends & family around the world! What a great way to support your student using their AWESOMENESS to help others!

The response was so amazing, we want to give everyone a chance to still participate! If you didn't have a chance to register, click on the link below and enter in at least 10 email addresses or cell phone numbers via your personal donation page!

<https://app.pop4kids.org/silverhillsms80234>

If you complete the Golden Ticket assignment by midnight TONIGHT, your student will automatically be added to our list of students that receive prizes tomorrow! We will also be conducting WEEK OF WOW drawings for the next several days and giving away some amazing bonus rewards, like a \$250 Amazon Gift Card and 4 Mini Fridges Stuffed with CASH!

The funds raised through this program will benefit all our students, and we are excited for our Day of Awesomeness Celebration! Click here to see a preview [Day of Awesomeness Video](#)

It's never too late to make a difference! Thank you in advance for your support!

(signed by Principal)

PS: Attached is the Golden Ticket Parent Letter in case you missed it.

Questions about how to complete your Golden Ticket?

Click here: [How To Link.](#)

Have confidence that the data entered in the donation platform is safe and secure. [Privacy Policy.](#)



## Principal Email #3 Spanish Version

**Subject line:** ¡Por favor ayude a nuestra escuela y a su estudiante esta noche!

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

¡NUESTRAS FAMILIAS SON IMPRESIONANTES!

¡En las últimas 24 horas, muchas de nuestras familias respondieron a nuestro LLAMADO A LA ACCIÓN, enviando MUCHOS correos electrónicos a amigos y familiares de todo el mundo! ¡Qué gran manera de apoyar a su estudiante usando su IMPRESIONANTE para ayudar a otros!

¡La respuesta fue tan increíble que queremos darles a todos la oportunidad de seguir participando! Si no tuvo la oportunidad de registrarse, haga clic en el enlace a continuación e ingrese al menos 10 direcciones de correo electrónico o números de teléfono celular a través de su página de donación personal.

<https://app.pop4kids.org/silverhillsms80234>

Si completa la asignación del boleto dorado antes de la medianoche ESTA NOCHE, su estudiante se agregará automáticamente a nuestra lista y recibirá premios mañana. ¡También realizaremos sorteos semanales de WOW durante los próximos días y obsequiaremos increíbles recompensas adicionales como una tarjeta de regalo de Amazon de \$ 250 y 4 mini refrigeradores rellenos con EFECTIVO! Regístrese e ingrese al menos 10 o más contactos y su hijo aún puede ser parte de los premios y la diversión.

Los fondos recaudados a través de este programa beneficiarán a todos nuestros estudiantes, ¡y estamos emocionados por nuestra Celebración del Día de la Maravilla! Haga clic aquí para ver una vista previa [Video del día de la Genialidad](#)

¡Nunca es demasiado tarde para marcar la diferencia! ¡Gracias de antemano por su apoyo!

(Signed by Principal)

PD: Adjunto está la Carta de Padres del Boleto Dorado en caso de que se la haya perdido.

¿Preguntas sobre cómo completar tu Golden Ticket?

Haga clic aquí: [How To Link.](#)



## Principal Email #4

**Subject line:** Our Step it Up program is almost over

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

### Dear Families!

Just a quick THANK YOU for helping your student use their *AWESOMENESS* to help others! We are so grateful for all of the support and participation in our Step it Up program so far.

Since our program is coming to an end soon, please log back into your personal donation page and be sure that your child has reached their goal. Every dollar raised makes a difference in the lives of our students! If you would like to make a donation yourself, there is still time. Just click on this link:

<https://app.pop4kids.org/silverhillsms80234>

All online and cash/check donations are due by Wednesday September 21<sup>st</sup>. Please turn in cash and check donations in an envelope, with your students' name on it, to the main office. Please make checks payable to Silver Hills Middle School.

Thank you again for everything you are doing to make our Step it Up program a huge success!

The staff and students thank you for your generous support, as we continue to strive to give our students the most AWESOME school experience we can!

(signed by Principal)



## Principal Email #4 Spanish Version

**Subject line:** ¡Por favor ayude a nuestra escuela y a su estudiante esta noche!

**Please Send:**

Between 12:00-2:00pm

\*Attach Golden Ticket PDF

¡Queridas familias!

¡Solo queremos darle un rápido GRACIAS por ayudar a su estudiante a usar su IMPRESIONANTE para ayudar a otros! Estamos muy agradecidos por todo el apoyo y la participación en nuestra recaudación de fondos hasta ahora.

Dado que nuestro programa Step it Up llegará a su fin pronto, vuelva a iniciar la sesión en su página de donación personal y asegúrese de que su hijo haya alcanzado su objetivo. ¡Cada dólar recaudado hace una diferencia en la vida de nuestros estudiantes! Si desea hacer una donación usted mismo, todavía hay tiempo. Simplemente haga clic en este enlace.

<https://app.pop4kids.org/silverhillsms80234>

Todas las donaciones en línea y en efectivo/cheque vencen antes del miércoles 21 de septiembre. Entregue las donaciones en efectivo y cheques en un sobre con el nombre de sus estudiantes en la oficina principal. Haga los cheques a nombre de Silver Hills Middle School.

¡Gracias nuevamente por todo lo que está haciendo para que este programa Step it Up sea un gran éxito!

¡El personal y los estudiantes le agradecen su generoso apoyo mientras continuamos esforzándonos para brindarles a nuestros estudiantes la experiencia escolar más IMPRESIONANTE que podamos!

(Signed by Principal)





# Social Media Instructions

## PLEASE PROVIDE THIS INFORMATION TO YOUR SOCIAL MEDIA SPECIALIST IN YOUR SCHOOL

Let's celebrate your students and your school's success on social media! Schools that promote and post about the fundraiser have seen improved results! Follow these steps to keep your families up to date and get the word out about your fundraising event.

- Post pictures of the Kick-Off Assembly, Golden Ticket winners, Mini Fridge winners, \$250 Amazon Gift Card winner, and the Day of Awesomeness at your school!!
- To access the social media images to post to your account, click on the link below:

[Social Media Link.](#)

- Simply copy the appropriate image and paste directly into Facebook, Instagram, Twitter, and other Social Media Platforms you use. Post each image on the appropriate day listed in the fundraising timeline.
- Please include this caption in all of your posts (feel free to add additional information like your school hashtags):

Friends & Family please click on this link to donate and help our school!!

<https://app.pop4kids.org/silverhillsms80234>

#itspossiblewithpop

Did you know that you can create and schedule all of your  
Facebook posts ahead of time?

[Click Here for More Info](#)



# Daily Drawing Announcement Examples

Feel free to use the provided examples below or create your own!

## Drawing 1 Suggested Announcement:

"Thanks to everyone who qualified for the GOLDEN TICKET today! If you did not qualify today, we are giving you one more chance to complete the Golden Ticket tonight! That's right the Golden Ticket has been extended one more day! Register tonight with a parent or guardian and send 10 emails or text messages to receive your GOLDEN TICKET prizes tomorrow and get entered to win the \$250 Amazon gift card! If you send 20 emails or text messages tonight, you will be entered to win a "MINI-FRIDGE STUFFED WITH CASH! Speaking of the Mini Fridge...Today's winner is \_\_\_\_\_. We have 4 more days of drawings left, so make sure you get entered."

## Drawing 2 Suggested Announcement:

"Students, we're off to an amazing start with our fundraiser. Today we're drawing for the second Mini Fridge stuffed with cash. Today's winner is \_\_\_\_\_. Congratulations! Don't forget we have 2 more fridges to give away plus a \$250 Amazon Gift Card! If you haven't done so already be sure to complete your golden ticket assignment with a parent or guardian tonight and get entered in tomorrows drawing"

## Drawing 3 Suggested Announcement:

"Today's winner of the Mini Fridge stuffed with cash is \_\_\_\_\_. Congratulations! Remember we still have one mini fridge stuffed with cash to give away and a \$250 Amazon Gift Card. There's still time to get entered to win all you have to do is send 10 or more emails tonight with the help of a parent or guardian and you'll be entered to win the \$250 Amazon Gift Card. Send 20 or more emails tonight and you'll be entered to win tomorrows Mini Fridge stuffed with cash AND the \$250 Amazon Gift Card!

## Drawing 4 Suggested Announcement:

"Students, exciting news about our fundraiser. But first, congratulations to \_\_\_\_\_, who won our fourth and final Mini Party Fridge stuffed with cash. Awesome! Even better, tomorrow is the \$250 Amazon Gift Card drawing! It's not too late for you to complete your golden ticket and get entered to win the \$250 Amazon Gift Card. Someone from our school is going to win a \$250 Amazon Gift Card tomorrow! It could be you!"

## Drawing 5 Suggested Announcement:

"Students today is an exciting day for our fundraiser – it's time to give away the \$250 Amazon Gift Card! The winner is in [insert teacher's name] class, their first name starts with the letter \_\_\_\_\_ and their name is \_\_\_\_\_. Congratulations!



# Optional Incentives

Below are some examples of incentive ideas for you to incorporate into your fundraiser. Please note this is **OPTIONAL**, but we have seen AWESOME results when students, parents, teachers, and administrators strive to meet fundraising milestones, while supporting your school! You can do incentives by grade, teacher, or by achieving a goal for the whole school! You can also invest a portion of the profit you earn to purchase incentives for your teachers and students. The sky is the limit! Every school is different so brainstorm with your staff and find out what would be the biggest motivators!

1. Movie Day
2. Pajama Day
3. Spirit Day
4. No Homework Pass
5. Front Of The Line Lunch Pass
6. Lunch With The Principal
7. Extra Recess
8. Game/Toy Day
9. Top Teacher Earns A Substitute For A Day/Hour
10. Pizza Party For Top Class Per Grade
11. Teacher Gift Baskets For Top Participation Per Grade
12. Principal Dresses Up As Mascot
13. Create A Principal Sundae
14. Silly String Fight For Top Classes
15. Teachers/Principal Shave Heads
16. Hat Day
17. Top Class Plays Staff In Dodgeball
18. Top Earners Become Principal For A Day
19. Duct Tape The Principal
20. Slime Top Teachers
21. Top Teacher Gift Card For Special Room Purchase



# Day Of Awesomeness Overview

**\*\*Please note your Ambassador will provide your school specific details before your event\*\***

- ❖ The Day of Awesomeness can be up to 5 hours long starting at 10:00am and ending at 3:00pm
- ❖ We host multiple sessions throughout the day ranging from 60-90 minutes per session.
- ❖ Start times, # of sessions, and durations will be determined with your Ambassador based off the # of students attending, ages of students, and class schedule.
- ❖ Typically, we have between 100-150 students on the field per session, but we can accommodate 150-200 students when needed.
- ❖ Please make sure that there are no field trips or other school events scheduled on this day.
- ❖ The inflatable provider will arrive 2 hours early to set up and they will need up to 3 hours to tear down.
- ❖ Please make sure there are no sporting events in the outdoor area after school on this day.
- ❖ Please let us know if you have sprinklers on your field where the event will be held. If so, please make sure they are turned off 48 hours before the event to prevent slipping and muddy conditions.
- ❖ We will bring generators for power, if you have any outdoor electrical outlets, we may use them if needed.
- ❖ Prior to the Day of Awesomeness (D of A) you will receive wristbands for your students. It is important that students have their wristbands on before coming out to the field.
- ❖ The wristbands will be separated by the teachers they registered under online.
- ❖ Here's what we need help with from the school:
  - 12 volunteers per session. Arriving 20 minutes prior to the start time for a safety briefing.
  - Some schools have used High School students if you are having a hard time finding parents. Student Council and NHS students can use this time toward service hours.
  - 2-3 trash cans
  - Water! We provide 2 water coolers that will need to be filled up **before each session**
  - Hand Sanitizer! Please have students sanitize on their way out to the field and on the way back into school. We ask the schools to provide the hand sanitizer, let us know if that will be a problem.
  - A photo op! We'd love to take a picture with your team and a 'Big Check' celebrating the fundraising success.
  - Please communicate with students, parents, and volunteers to dress appropriately.
- Students:** Students will be asked to remove their shoes on the inflatables. Have them wear old socks or bring an extra pair to change into after the event
- Volunteers:** Depending on time of year – sunglasses, hat, sneakers, etc.
- ❖ In the event of bad weather, your Ambassador and school administration will determine the next best available date to host the Day of Awesomeness at your school.
- ❖ We look forward to celebrating ALL of your students on this day, if you have students with disabilities please reach out to your Ambassador before your event so we can make sure everyone has an AWESOME time!
- ❖ This is a day of celebration, invite the school news or local news outlets, take pictures, and celebrate the hard work of your students, teachers, and families!

