

It's time for the Brookside Move-a-Thon!

The Move-a-Thon is where we get our kids involved in raising money to enrich our school community and activities. Brookside families are asked to donate money three times during the year:

- \$200/child Parent Club Classroom Contribution in September to cover classroom activities like as supplies and teacher gifts
- \$900/child to the YES Foundation to support art and music
- \$325/child during the Move-a-thon for the Parent Club's school-wide efforts



We have been BLOWN away in the last few years when this amazing community has stepped up to meet our fundraising goals. This allowed us to make additional investments in our campus, including the ongoing **significant garden renovation, a gaga ball pit, beautiful mural** in the lower grades passageway, among other things. LET'S DO THAT AGAIN THIS YEAR!

Move-a-Thon 2026 at a Glance

School-wide goal: \$77,000

Per-student goal: \$325

Date: Fundraising through all of March; Move-a-Thon on [Friday, April 3rd](#)

How it works: Students spend the month of March raising money, either flat donations or per-lap pledges, from their friends, family, and community. There will be lots of fun, community-building, and prizes along the way to celebrate our progress. Then, on April 3rd students will "earn" what they've raised by completing as many laps as possible during the Move-a-Thon event at school.

What we're raising money for: This is the Brookside Parent Club's biggest fundraiser of the year to support many of the programs your students benefit from every day at Brookside, including:

- **Student programs:** Poetry, lunchtime clubs, Variety Show, Building Bridges
- **Campus enrichment:** improving our campus and amazing garden, new PE/recess equipment
- **Teacher and staff appreciation:** gifts, meals, and treats for all staff and teachers over the year
- **Community events:** Bear Bash, Harvest Festival, Game Night, Spring School Dance
- **Classroom activities:** all daytime field trip, subsidies for overnights, and all class parties

Thank you in advance for giving generously. We know not everyone in our community can make the \$325 per student we're setting as a target, but we hope everyone can contribute something. And for those of you who can afford it, we hope you will give more to help those who can't. That's what makes the Brookside community amazing! We couldn't do it without you!

We have an awesome month planned with lots of exciting ways to get our kiddos involved in fundraising to support our community. Let's do this!

Move-a-Thon Raffles and Incentives

Throughout March, we will hold raffles to celebrate individual, classroom, and all-school achievements.

Individual achievements

School-wide raffles for all students that achieve these goals:

- Get any donation by 3/9
- Make fundraising video by 3/16

Classroom competitions

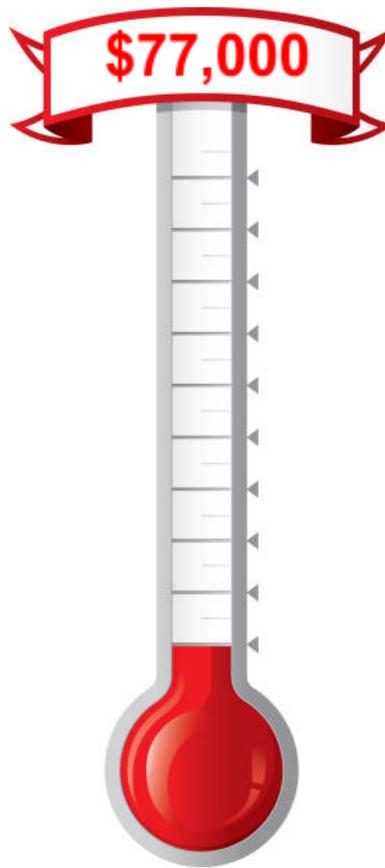
School-wide raffles for everyone in classrooms that achieve these goals:

- Raise \$1000 as a class by 3/9
- Raise \$2500 as a class by 3/16
- Raise \$3500 as a class by 3/23
- Raise \$5000 as a class by 3/30

Classroom celebrations

Class-specific rewards for everyone in classrooms that achieve these goals:

- Raise 25% of classroom goal
- Raise 75% of classroom goal
- Raise 100% of classroom goal



All-school celebrations

Raffles for everyone in the school when the all-school total reaches:

- \$5,000
- \$10,000
- \$15,000
- \$20,000
- \$25,000
- \$30,000
- \$35,000
- \$40,000
- \$45,000
- \$50,000
- \$55,000
- \$60,000
- \$70,000

If we reach our school-wide goal, each classroom gets \$\$ for a class party!

Raffle prizes will include fun gift baskets, gift certificates, class parties, and more!



Tips for a Successful Move-a-Thon Student Campaign

Set up and follow your student's fundraising page



Check your email for a link to your student's fundraising site. (Or go to <https://app.99pledges.com/fund/brooksidemoveathon26> and search for your student.) Each student's goal has been set at \$325. If that goal is too high or too low for your circumstances, change it to be the perfect challenge for your student! Bookmark this site so you can return and track progress.

Engage your network



Brainstorm with your student and create a list of who to contact and how to reach out: family, friends, neighbors, groups/clubs, workplace colleagues, and distant contacts (e.g., your holiday card list). Post on all your social media. Reach out by phone, email, letter, door-to-door, or send handwritten letters! And don't forget to send thank you notes!

Set your student up for the ask



Have your student create a video and talking points that helps them explain:

- Why they are raising money
- What their fundraising goal is
- What the donation will fund
- What they are asking for: (tax deductible)

Seek employer matching gifts



Ask your employer if they offer matching funds. Companies of all sizes utilize gift matching programs. Need more information on how to approach your company? Go to www.BrooksideSchool.org/MoveATHon

Host a fundraising event



Brookside Bears have had a ton of fun and success working together as a class or with their friends to raise money— host a lemonade stand, bake sale, or yard sale. No one can resist cute kids hustling to support their school!

Move and celebrate!



The whole school will come together on March 27th to “earn” what they've raised by completing as many laps as possible during the Move-a-Thon event. Mark your calendar and join us on campus to celebrate that day!

FAQs

Who do I ask if I need help with my online fundraising page?

Danielle Detrick: danielledetrick@gmail.com

How to I volunteer for the Move-a-Thon on April 3rd?

Email event coordinator Lilia. liliacdcarney@gmail.com to sign up.

Can we accept donations by cash or check?

Yes. Place cash and checks in a sealed envelope labeled with your student's name and turn it into the Front Office. Checks can be written to "Brookside Parent Club"

Should we ask for flat donations or per-lap pledges?

It's up to you! Many donors just want to make a flat donation, which they can do on your student's fundraising page. But for those who want to create an incentive for your student, they can make a per-lap pledge! After the Move-a-Thon on April 3rd, you or your student is responsible for contacting the donor with the lap information, a donation total based on their pledge and request they pay via website, cash or check. Ten laps will be the minimum pledge. More information on Lap Pledges at www.BrooksideSchool.org/moveathon

Is this donation tax deductible?

Yes! The Brookside Parent Club is a registered 501(c)3.

Tax ID# 94-2623636