

Color-A-Thon

schoolathon.org

EVERYTHING YOU WANTED TO KNOW!

Boost your "Thon" event with a super blast of color, fun and more profit! We provide everything you need from start to finish!



Schoolathon.org | 844-538-4015

Pump Up The Color!

EARN BIG PROFITS

70% PROFIT

with donations of \$12,500 or more!

60% PROFIT

with donations of \$7,500 to \$12,499

50% PROFIT

with donations of less than \$7,500



- For elementary, middle & high schools, groups of all sizes
- Students earn rewards: the more donations they get, the more rewards they earn!
- In-school incentive program for greater profit potential!
- The whole family and even the whole community can participate!
- Plenty of color and fun for everyone!



Your only cost is \$5.00 for each Color-A-Thon T-shirt shipped to you.



Take Your "THON" from Bland to GRAND!

All the details...

- ☑ Bulk Color Dust: The more money you raise the more color dust we send.
- ☑ Individual Color Packs: One for each participant.
- ☑ Color Coordinator Guide: Takes the chairperson from planning to completion of your event.
- ☑ Hallway Posters: To promote your sale.
- ☑ Event Posters to promote your event throughout the community.
- ☑ Pledge/Collection Envelopes: One per participant.
- ☑ Parent Letter: We print the letter for you.
- ☑ Custom Pledge Site: For each participant.
- ☑ Credit Card Processing: For online donations.
- ☑ Insta Raise Software: An easy tool to assist and organize the chairperson with counting and collecting donations.
- ☑ Student Reward Program: Great incentives including sunglasses, wigs and much more.
- ☑ Student Reward Pre-Packing: We pre-pack the rewards per seller for easy distribution.
- ☑ Option to rent Color-A-Thon Arch for your event.
- ☑ Small Route marker flags: Makes marking your course easy and helps guide your participants.
- ☑ Custom pledge site with banner ads for your group to sell and keep 100% of the profit. *We suggest selling them for \$500 each.*
- ☑ Freight for all of the above items that are shipped to your group is included - No hidden fees!
- ☑ Great Customer Service!

What YOU provide and are responsible for:

- ☐ Happy Volunteers to plan and run the event.
- ☐ **The School/Group is responsible for the cost of \$5.00 per T-shirt for all students, participants and/or volunteers.**
- ☐ **If you opt into Color Club you pay \$5 per shirt for up to 6 members per seller.**
- ☐ After party expenses: DJ, water or anything else your group would like to have at your party. The banner ad sales should cover those expenses.
- ☐ The event is run by your volunteers so you have maximum control, profit and can make the Color-A-Thon your very own!
- ☐ We will do a Kick-Off for big impact & max donations.
- ☐ We will provide the daily/weekly announcements to keep up student interest and maximize donations.

Everything You Need for a Successful Event!

From start to colorful finish, School-A-Thon™ will provide you with

- Donation envelopes for each student
- Students who raise \$30 in donations get a Color-A-Thon T-shirt* and a color dye pack!
- Rewards Program
- Individual student websites
- Event site
- InstaRaise Software for accepting credit cards and reports
- And MUCH MORE!



Donation Envelope / Parent Letter

We custom print your parent letter right on the back of the prize flyer. Your Parent Letter/Prize Program is inserted in the Donation Envelope!

Prize & Incentive Programs

Cumulative Rewards Program

Students can earn rewards with as little as \$30 raised. The first \$30 a student raises earns them a t-shirt a color pack and the opportunity to participate in the event (\$5/t-shirt cost to school). With the different levels of donations raised, students earn fantastic rewards that include extra color dye packs and more. **Prizes may vary from season to season.*

In-School Incentive Program

To energize your students and maximize your donations, we have created an in-school incentive program. It's very simple: Students register online and bring the signed slip that's part of the Prize Flyer to school. They get an instant prize*!

We provide you with the instant prizes* at no charge!

We will also provide you with audio and/or video messages that you play at the start, in the middle and at the end of your donation period!

**Prizes and incentives may vary from season to season.*



Options You Can Add To Your Campaign

Build Your Friends & Family Color Club!

For every \$30 a student raises after their initial \$30 in donations, they can add one person to their Color Club for Free! (*up to 6 people total*)

They get to participate in your group's event and get a t-shirt and dye pack! (\$5 per t-shirt cost to school)

This is an optional program.



Open to Additional Family & Community

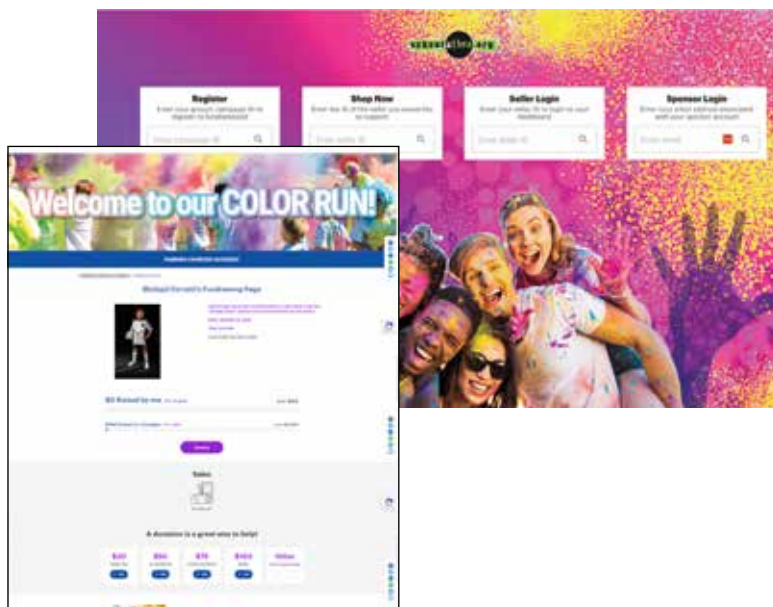
Allow supporters, who wish to attend to sign up at the group or seller web site.

They pay \$30 and receive a t-shirt and dye pack.

Personalized Websites Mean MORE PROFIT For YOU!

Students will receive a personalized website to track their donations and share with family and friends. Your group gets its own personalized event website to share as well!

- Personalized Student Website to share with family and friends.
- Event Website for community registration and for marketing.
- Take walk up registrations right up to the start of your event!
- Banner ad spaces to sell: use the profits for your After Party!
- Social media buttons to give your students another way to spread the word!



It's All in the Details

We provide you with everything you need to plan, promote and successfully execute your event.

- Route marker flags
- Arches available to rent
- Posters, Videos, Audio Recordings
- Sponsor Portal Site where you can download customizable postcards, videos, posters and more!



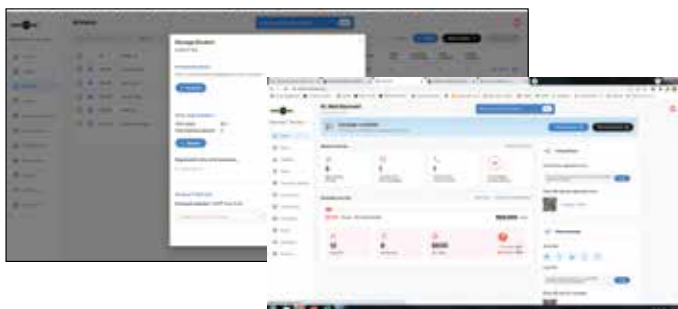
Color-A-Thon Step-by-Step Event Planning Guide

A guide that will take you step by step through the entire process of planning your Color-A-Thon event. From the initial planning stages with your committee, the Kick-off, and all the way to the actual Color-A-Thon event, this guide will provide you with all of the information you need for a successful event.



InstaRaise Software (FREE!)

- Mobile-based and ready!
- Track donations
- Accept credit card payments
- Run sales reports



Mobile-Friendly Software!

School-A-Thon's most sought-after feature is the FREE InstaRaise Software we provide. This software allows you to pull and sort reports, add students, add walk-ups, take credit cards with NO PROCESSING FEES* and much more! (*No CC processing fees charged to the group!)

Call Now and Let's Get Started!

PICK YOUR EVENT DATE! PLAN and PROMOTE! HAVE FUN in FULL COLOR!



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