

# 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

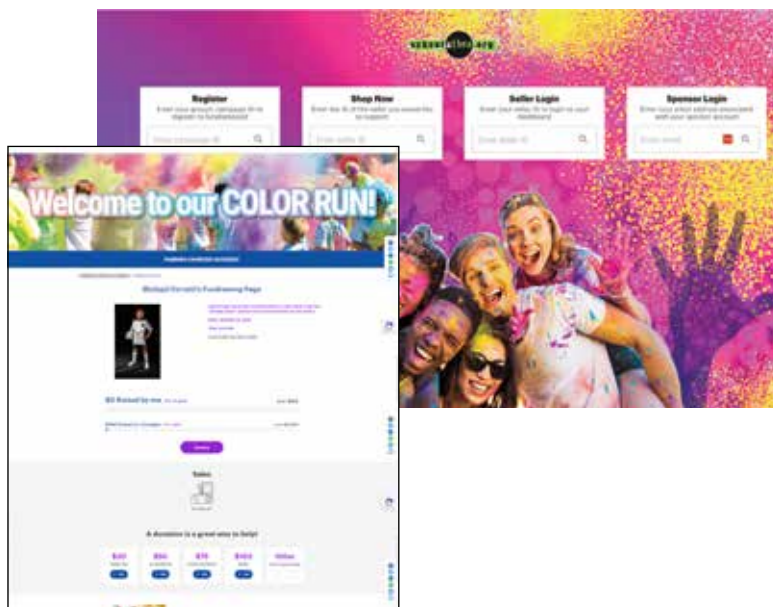
Allow supporters, who wish to attend to sign up at the group or seller web site.

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!



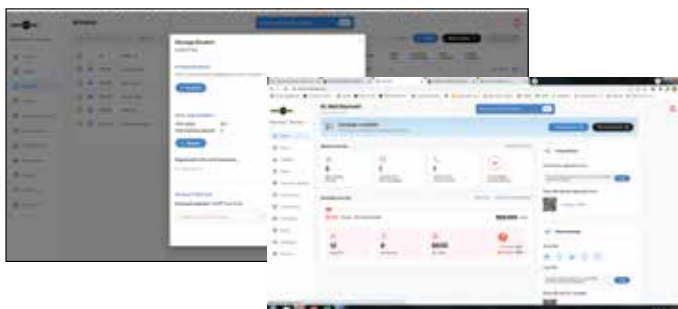
## Color-A-Thon Step-by-Step Event Planning Guide

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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