

# HOW TO PARTICIPATE IN A MARATHON

2008  
DIRECTORS OF THE  
MINNESOTA MARATHON FOR NONPUBLIC EDUCATION, INC.

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Participation in the Marathon or the use of Marathon material is restricted and limited to Nonpublic Schools or Nonpublic Educational Organizations that have properly registered with Minnesota Marathon for Nonpublic Education, Inc.

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*Minnesota Knights of Columbus, a proud sponsor  
of the Marathon since 1974.*

## THE MARATHON FOR NONPUBLIC EDUCATION REALLY WORKS

The MARATHON is a fun but purposeful activity where those who believe in nonpublic education can make a public demonstration of their support and can raise money for the schools of their choice (Nonpublic Educational Activity). Participants in the MARATHON obtain money donations from sponsors for miles traveled or for participating in a service project and then run, jog, walk or bike a prescribed MARATHON route or partake in a service project. All money collected by the participants is turned over to the nonpublic educational activity each participant designates.

The First Saturday in October has been selected as MINNESOTA MARATHON FOR NONPUBLIC EDUCATION DAY. The goal of the MARATHON is to more clearly demonstrate to our respective communities the unique and distinctive learning opportunity that exists in our nonpublic schools. Also, to call rightful attention to the religious education programs for both children and adults that is a teaching responsibility of all of our schools. Participants and supporters of all of these programs should become involved in the MARATHON. A well-organized MARATHON will help your students generate a stronger school spirit that will let the public know how he or she feels and what they are thinking.

Endorse the MARATHON! Present it to your students, faculty, alums, parents and friends. The MARATHON Committee aided by the local Knights of Columbus and others planning the MARATHON in your area will handle the route, police and safety precautions, assist with the service project, and all other details. **ALL (100%) DONATIONS SOLICITED AND COLLECTED BY YOUR GROUP ARE YOURS!** Once you make the decision to participate, all you need is enthusiasm and cooperation in your efforts to participate and then register with the Minnesota Marathon for Nonpublic Education, Inc. by completing a Registration Form and follow the "Plan" outlined below.

The "How to Participate Plan" has been developed from the experiences of successful Marathons. In addition to the "Plan" we have included ideas and suggestions that may be advantageous to your participation. Pick and choose the ideas and suggestions that fit your particular school. We have found that the maximum benefit has been realized by schools and participants when they followed the "Plan" completely and in its entirety.

### "HOW TO PARTICIPATE PLAN"

- I. **Appoint Two Coordinators:** The Coordinators will have the responsibility for all activities of the MARATHON on behalf of your school (because of the time and effort involved, we recommend that they not be the Pastor or Principal). These activities can be classified as follows:
  - A. Setting a Goal for your school - **THINK BIG!** The 2006 Marathon averaged about \$117.00 per participant. Help students and other participants in setting goals.
  - B. Enlist students, faculty, parents, alums and school organizations to participate.
  - C. Distribute Donation Sheets to students and parents.
  - D. Read instructions on how to maximize donations and how to obtain "new money."
  - E. Place emphasis on prompt collection of donations by participants after the MARATHON. Delayed collections diminish returns.
- II. **Setting Goals with Students and Participants:** Establish a purpose for your participation that is in addition to the purposes of the MARATHON. Your project may be obtaining audio/visual equipment, language arts material, athletic equipment,

scholarship grants--What are your wants and needs?

The needs will vary from school to school, but it is necessary to establish a definite goal in order to realize specific benefits. Some schools set multiple goals, and frequently classrooms set goals. So anticipate the number of participants you will have and use this as a guide. Do not set your goal at a "low money figure," but **THINK BIG** and challenge your participants. Several schools have set a goal of \$20,000-\$50,000 -- and have achieved their goals! Carefully evaluate your own circumstances and **SET YOUR GOALS!**

**III. Advertising and Communications:** Inform your school and parish community and the at-large community of your participation in the MARATHON. The more students, faculty, parents and others who know about the MARATHON, the greater the participation and the greater the reception when approaches are made for sponsors. Arrange for notices by use of:

- A. School Bulletins
- B. Church Bulletins
- C. Parents' Publications
- D. Local Newspapers
- E. Local Radio or Television (especially Cable TV)
- F. Speakers at Civic, Fraternal or Club Meetings
- G. Telephone Calling Committees
- H. School Web Site

**IV. Distribution of Donation Sheets:** After registering with the Minnesota Marathon for Nonpublic Education, Inc., schools will receive Donation Sheets. Additional Donation Sheets may be obtained from the Minnesota MARATHON office (see cover sheet for address). The Donation Sheet is 8-1/2" x 11", folded in half to form four pages:

Page 1	Explanation of the MARATHON
Page 2	Registration Information, Liability Waiver and Sponsor Section
Page 3	Tips for Participants and Sponsor Section
Page 4	Space for Local MARATHON Route or Service Project and Local Instructions

**V. Donation Sheet Procedure**

- A. Participants keep a record of their sponsors and amounts donated. **PARTICIPANT MUST COMPLETE ALL INFORMATION REQUESTED.** It is suggested that all schools see that this is done in the classroom when the Donation Sheets are distributed. **PARTICIPANT AND PARENT (OR GUARDIAN) MUST BOTH SIGN WAIVER OF LIABILITY.**
- B. The MARATHON COORDINATOR shall be responsible for seeing that the school name is stamped on the Donation Sheet before being passed out to participants.
- C. The donation sheet is to be presented at checkpoints or service site and used for the collections of donations earned from sponsors.

- D. The donation sheet is then turned in to the school so the Coordinator can use it as a follow-up on collections, if necessary.
- E. Upon receipt of the donation sheets the Coordinator, in cooperation with the Faculty and the School Committee, can follow up on the collection of donations. We stress the necessity for immediacy of collection by participants. The longer the time interval between the MARATHON and the contact for collection from the sponsor, the greater the likelihood of less money realized by the school. The Coordinator must follow up to see that all donations are collected and turned in to the school.
- F. Instruct the participants on how to obtain donations. Note the section on the Donation Sheets, "Securing Sponsors." Explain, especially to children and first time Marathoners, that they should "sell" the MARATHON; what it is; the school's project you are promoting; how far the participants plan to travel, or the service project. Participants should be instructed to suggest a minimum amount per mile or related to the service project. **LET THE CONTRIBUTION OF THE SPONSOR MATCH THE EFFORT OF THE MARATHONER.**

When securing sponsors, it is important to first solicit those within your school community, such as parents, relatives and friends. However, it is necessary to go outside your school community to solicit funds - money that is normally not available to your school. Solicit such groups as local businesses that sell to your school, your banker, citizens who no longer have children in school, neighbors, relatives who live out of town or outstate. Arrange a brainstorming session with your School MARATHON Committee and challenge them to come up with ideas to maximize the participation and donations for the benefit of your school or your religious education program. **THINK BIG!**

**VI. Maximize Participation:** To maximize participation and increase interest in the MARATHON, the Coordinator might consider:

- A. Participants Carrying School Placards
- B. Distinctive Arm Bands, T-shirts, Buttons, or School Insignia
- C. Competition: Room against Room; Hockey Players Vs Basketball Players, etc.
- D. Prizes to Top Fund Raisers
- E. Have a special "MARATHON DONATION DAY"
- F. Have Brainstorming Sessions with Student Groups.
- G. Home Room Family Participation/Pack a Lunch and Make it an All Day Event
- H. Arrange Tailgate Parties Along the Route or at the Service Site
- I. Parents Club Staff and Stock Refreshment Stands Under School Banner at End of Route or Service Site
- J. School Community Pep Rally

**As soon as school starts in the fall, ask the students that are working on Saturdays if they can rearrange their work schedule so they can be free on MARATHON Day.**

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An idea for DOUBLING YOUR DOLLARS is to solicit matching donations from corporations or businesses in the community. The concept is that if the school raises "X" dollars by means of the MARATHON, the company will match that amount -- usually up to some maximum amount.

One Minneapolis school recently turned \$15,000 into \$30,000 in this way!!! Usually a telephone call from the Pastor can accomplish this sort of pledging with a minimum of effort. If some substantial goal -- such as \$25,000 for a new roof or \$10,000 for scholarships -- is established, it originates a talking point from which to start. Some corporations or businesses have established Matching Grant Programs. Want to find out if employers will match gifts to your school? It's easy, just go to the Minnesota Marathon for Nonpublic Education website: [www.mnmarathon.org](http://www.mnmarathon.org) and click on the link [CASE Matching Gift Clearinghouse](#) and enter the employer's name for complete matching gift information.

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Some schools have not permitted Kindergarten through 3rd grade to participate in the MARATHON for safety and health reasons. This is understandable, but it is possible to involve these youngsters in a MINI-MARATHON. Using the sidewalks around the school building, the "tricycle crowd" traverses the route accompanied by teachers and parents, ending with a picnic lunch--one school raised \$1200. It's easy for these wide-eyed tykes to get donations, especially from doting grandparents!

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MARATHON CHAIRPERSONS should not be reluctant to point out to student groups such as athletes that they are recipients of a great deal of support from the school and community (uniforms, playing surfaces, equipment, etc.). Here is an opportunity for them to repay some of this support in a tangible way by being student leaders in participating in the MARATHON and in obtaining donations. A flashy quarterback or basketball center can set a good example if they get a significant number of donations.

The Parents Club, Home and School Association, Boosters Club, etc. must all be acquainted with the MARATHON, the date, and the purpose. A chair-couple of a Parent's Committee should be appointed during August to formulate local plans. A parent should be appointed in each Homeroom to coordinate the participation of the students in that room. **DON'T BURDEN THE TEACHERS WITH ALL THE WORK!** The teachers already have a job to do with the students. However, the teachers who will not give their full support and help to the MARATHON are few and far between,

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Invite your school's ALUMNI ASSOCIATION to actively support and participate in the MARATHON. Utilization of alums mailing lists can build involvement and substantially increase donations -- especially if the Class President offers to participate in the MARATHON with donations to go to the Scholarship Fund, athletic equipment, or some other needy cause for the school.

### **SET A GOAL - SET A GOAL - SET A GOAL - SET A GOAL**

Be realistic, but set a goal high enough so that some effort will have to be expended in order to attain it. There is no disgrace in failure. Consult with the various faculty, parent, and student groups, as well as the Pastor, to determine what the goal should be and for what purpose the funds should be expended. **COOPERATION AND COORDINATION ARE THE KEYS TO A SUCCESSFUL MARATHON.**

The MARATHON and its attendant publicity are an excellent opportunity to call attention to the unique and distinctive education provided by our nonpublic schools. The actual cash raised by the MARATHON is probably outweighed by the public relations value of the venture; if properly handled and exploited; local attention will be focused on the nonpublic schools in a way that cannot be purchased.

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### **MCC and THE KNIGHTS OF COLUMBUS**

The MARATHON was originated through the Minnesota Catholic Conference in 1974 with a spring and fall event and their endorsement of the annual MARATHON is on going. In 1975 the Minnesota State Council of the Knights of Columbus (KC's) jointly adopted the MARATHON FOR NONPUBLIC EDUCATION as a statewide project for the 220 local Councils and over 44,000 members. The KC's have renewed their financial commitment to help defray the expenses of the MARATHON as well as a commitment of "Knight Power" to conduct the Marathons. This represents an active expression of their support and endorsement of Catholic Education as well as an ecumenical endorsement of other religiously oriented nonpublic schools. As further evidence of the commitment by the Knights of Columbus, the State Deputy has designated a State Marathon Coordinator for the KC's. In addition, each District Deputy and each local Grand Knight is charged with the responsibility to involve KC members in local Marathons. On this basis, Principals and Religious Education Coordinators should not hesitate to request assistance and leadership from the Knights with the local Marathons.

Additional information or assistance is available by writing or calling:  
MINNESOTA MARATHON FOR NONPUBLIC EDUCATION, INC.  
475 University Avenue West  
St. Paul, MN 55103-1996  
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