



### Advertise Your Event

Inform your school, parish and greater community about your participation in the MARATHON. Participation will increase as more people know about your event. Arrange for notices on your **website** and **local television** or cable. Advertise in school **newsletters**, church **bulletins**, and local **newspapers**. **Speak** at local fraternal or club meetings. Form **telephone** calling committees.



### Donation Sheets

After registering with the MN Marathon for Nonpublic Education, Inc., schools receive donation sheets. (More sheets may be obtained upon request.) The sheet is used for participants to **keep a record of sponsors** and the amounts donated. When securing sponsors, begin with those within your school community—parents, relatives, and friends. For added success, also go outside of your community to sell to local businesses, neighbors, and supporters of the school. **THINK BIG!**

Put your **school name** on the donation sheets before distributing. Participants and parents/guardians both sign a **waiver of liability** on this form. For traditional MARATHON events, donation sheets are presented at **checkpoints** or service sites to record progress. They can also be used to **collect donations** earned from sponsors. Many participating schools have participants collect one time donations at the time they secure the pledge. Finally, the donation sheet is turned in to the school for follow-up and **record keeping** by the Coordinator.



The **Minnesota Marathon** for Nonpublic Education, Inc., is an association of parents, educators and friends of nonpublic education who sponsor the **MARATHON**. Participants make a public demonstration of their support and belief in nonpublic education as they raise money for the school or activity. All proceeds collected by the participants are given to the non-public educational activity of their choice.



### Doubling Your Dollars

Set a goal high enough so that some effort is needed to meet it. Now, **brain storm ways** to double those dollars! Consider a telephone calling tree, involving alumni, invite matching gifts from school vendors, define how funds will be used to support a special project.

### Maximize Your Donations

Many school supporters are employed by organizations that will match their donations. Learn more about **MATCHING GRANTS** by visiting our website.

For more information:

**www.mnmarathon.org**  
**651/256-7590**

bike it, walk it, run it, work it!



How to Participate in the  
**MINNESOTA  
MARATHON**  
FOR  
**NONPUBLIC EDUCATION**

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

#### Resource:

**Minnesota Marathon  
for Nonpublic Education, Inc.**  
475 University Avenue West  
Saint Paul, MN 55103



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



# Participation in the Marathon

*The First Saturday in October (or determine your own date)*

## *It Really Works!* ★★★★★

The MARATHON is a wonderful opportunity to make a public demonstration of support for nonpublic education while fundraising for your school/program of choice. Participants raise donations for participation in walking, biking, service activity or other predetermined activities. All proceeds collected belong to the nonpublic program that organizes the event. A well-organized MARATHON generates strong school spirit!

## *Getting Started* ★★★★★

The ideas in this brochure are based on the positive experiences of successful MARATHONS. Ultimately, the MARATHON event you design needs to fit your nonpublic program. We recommend the following as a starting point:

- 1. **Name Coordinator**
- 2. **Set a Goal**
- 3. **Develop a Theme**
- 4. **Create a Plan**
- 5. **Build Support**
- 6. **Have Fun!**

## *The Coordinator* ★★★★★

The Coordinator(s) has responsibility for oversight of the whole event. (A principal or education director are not good candidates for this role.) The Coordinator first determines a leadership team comprised of representatives from faculty, parents, students, and administrative staff. This person will assume responsibility for coordinating print materials, communicating with the state marathon office, advertisement, and keeping subcommittees on task.

## *Setting a Goal* ★★★★★

THINK BIG! Determine an identifiable use for MARATHON proceeds from the program's wish list. These may be scholarship grants, technology needs, athletic equipment, special events, professional development, or anything in particular that your school or activity needs. Anticipate the number of participants and pre-determine a per individual minimum rate. Expect to exceed the minimum rate through corporate sponsorship. Plan to challenge your participants. (Goals between \$20,000-\$50,000 are not unusual.) SET THE GOAL and advise stakeholders.

In addition to the overall school target, set benchmark goals to award participants for exceptional achievement. Plan prizes for attaining these goals. Prizes can be purchased items or they can be special activities (out-of-uniform pass, special lunch, extra recess, principal for the day, and more!). It's always fun if the prizes are related to the theme.

## *Develop a Theme* ★★★★★

A theme guides event planners in coordinating motivational activities for participants and advertising initiatives. The theme becomes the foundation of prizes awarded to participants who reach specified benchmarks. It draws attention to your event and increases public interest. A theme unifies various participating groups. Consider developing your theme around a specific sport, the school mascot, or any creative or fun idea! Themes enhance your event's fun and unify your school's MARATHON!



## *Create a Plan* ★★★★★

The Coordinator and leadership team determine the MARATHON date and kind of event (traditional walking/biking marathon, school or community service projects, OR other). Plan a kick-off celebration that showcases the theme, announces the event to participants, and motivates involvement. Strategize where, how, and when to publicize the MARATHON. Prepare sponsorship print materials. Make arrangements for supervision and safety on MARATHON day—consider inviting your local Knights for this purpose. Think through details that need to be addressed including how donations will be collected, when prizes will be awarded, and how you will thank sponsors. Consider an activity to bring closure to your MARATHON day—a carnival, a family hot dog feast, a pizza party, or any other celebration.

## *Build Support* ★★★★★

Inform your stakeholders and broader community about your MARATHON event. Arrange for publication in parent newsletters, on your website, in bulletins, through local radio and TV, by speaking at meetings, and through telephone calling committees. Motivate participants through a pep rally or party, with banners, via announcements, with challenges, through prizes and competitions, through visual enhancements—posters, armbands, t-shirts, buttons, and more.

**HAVE FUN!!**

