

HOW TO RUN

A MOVE-A-THON FUNDRAISER



Your school gets to fundraise, and participants get moving; it's a win-win! Try a move-a-thon next time you need to raise money for your school, extra-curricular program, or club.

Here, we'll show you the A-Z of move-a-thons, including planning, tracking donations, and ideas on how to organize and promote it.



What is a Move-a-Thon?

A move-a-thon combines the best aspects of popular a-thons like walk-a-thons, jog-a-thons, dance-a-thons, and jump-a-thons. Almost everyone can participate because participants get to choose the activity they do for the a-thon.



It's also easy for PTAs to organize because participants do the activities in their own time, so there's a lot less planning.

Thon's Are Fun & Effective Event-Based Fundraisers

An "a-thon" is a peer-to-peer style fundraiser that involves participating in a certain activity and gathering donations for participating in said activity.

The activity can be almost anything, from reading to running to bowling. No matter what activity you choose, the premise is the same. Participants commit to doing the activity (reading a certain amount of books, running a certain distance) and ask their friends, family, and coworkers to support them.



A-thons work great because you reach a huge donor pool through peer-to-peer fundraising. People are also more likely to donate since participants are "working" in return for the donations.



What Do You Need to Run a Move-a-Thon?

Power it With FutureFund

FutureFund's built-in pledge campaigns allow you to easily collect money and keep donations/pledges organized.



FutureFund is easy to use

FutureFund makes running a move-a-thon easy for everyone. Easier for PTAs and PTOs to run, for students and parents to participate, and for donors to donate.



Accept online donations

Instead of dealing with paper pledge forms and cash and checks, FutureFund takes the process online. Donors can donate instantly online with their credit or debit cards.



A single tool to power your entire Move-a-Thon!

FutureFund makes it easy to track how the fundraiser is going. Easily view how much money has been raised and more with detailed reporting.

Using a Move-a-Thon for Fundraising

Consider the below when organizing your move-a-thon. Spending a bit of time up front getting organized from an admin and donation perspective will save a lot of time and potential frustration later.



Move-a-Thon Templates & Resources

Sample move-a-thon rules

These rules are a great starting point for organizing your move-a-thon.

To participate in the move-a-thon, you sign up through FutureFund by [date]. The move-a-thon takes place from [date to date], so make sure you block it off in your calendar! And don't forget to tell your family that you're fundraising, so they can donate (ask your parents for help, so they can ask their friends and coworkers too!).

All donations will be collected through FutureFund through this link: [link].

Sample Move-a-Thon Event Description

Unsure of where to start? Use this sample student and parent messaging to get the ball rolling!

Let's get moving! From [date to date], [school name] will be hosting a move-a-thon to help fundraise for [cause]. You can help by moving with us! Parents, each student will be collecting pledges online through FutureFund: [link]. Please spread the word to your family, friends, and coworkers to help make this fundraiser a success!

Set Up Online Pledges With FutureFund

Let parents and supporters donate online with FutureFund's online pledges. Try it out for free!

Make your donation easily and instantly! Click this [link] to make your donation through secure credit or debit card payment. If you prefer to donate by cash or check, just donate directly to the student you're supporting. Thank you for your support!

Move-a-Thon Theme Ideas



Costumes



Neon



Holiday



Retro



Sports Teams

