

### ITEMS TO PRINT & HANDOUT

- 1. Student Instructions** Give teachers a preview of what will be sent home with students on Kick-Off Day.
- 2. Incentive Handout** Show teachers what's in it for them and their students!
- 3. Class Service Ideas** Give teachers the option to work into their lesson plans. Generate excitement about spreading kindness as a class!

### A FEW POINTERS

- Be sure to bring your handouts with you and download BOTH videos ahead of time so you aren't relying on WiFi.
- Fill in the blanks with information specific to your fundraiser.

### UNABLE TO MEET IN PERSON?

No problem! Use our [Teacher Email](#) template & try to send out via official school channels.

Good afternoon! Thank you for allowing me to come visit you today. I'm excited to tell you about Raise Craze -- our biggest fundraiser of the year! You're a very important part of our school's success so I appreciate the opportunity to fill you on Raise Craze and how it works.

#### **What is Raise Craze?**

Raise Craze is a meaningful, interactive fundraiser where students collect donations online via a secure, custom website then show their appreciation by serving others and completing random acts of kindness. In other words, students spend time serving, not selling! Here's a quick 2- minute video to tell you more.

#### **PLAY "WHAT IS RAISE CRAZE?" VIDEO**

<https://vimeo.com/103130774>

We recommend downloading this video prior to your faculty presentation so you aren't relying on an internet connection :)

**Fundraiser Dates** \_\_\_\_\_ - \_\_\_\_\_

We can't wait to get started and appreciate your support! As you can see on your handout, we're planning to kick off with our Kick-Off Assembly on \_\_\_\_\_ and finish strong with our Closing Celebration on \_\_\_\_\_. Another important date to note is our Family Service Night on \_\_\_\_\_. We'll be providing more details on each of these later but wanted to give you a heads up so you can mark your calendars.

**School-Wide Goals**

Raise Craze is about more than just raising money so we've set an Acts of Kindness goal in addition to a financial goal. No Act of Kindness is too small and every one counts so please encourage your students to log Acts of Kindness on their websites every day. If we meet these goals, we'll have a special surprise at our Closing Celebration.

- AOK Goal \_\_\_\_\_
- Financial Goal \_\_\_\_\_

**Why We're Raising Money:**

There are many good reasons to raise money for our school, but here are a few we've highlighted for this year's fundraising campaign.

- Cause #1 \_\_\_\_\_
- Cause #2 \_\_\_\_\_
- Cause #3 \_\_\_\_\_

**How Raise Craze is Different**

So why did we pick Raise Craze and how is it different from other fundraisers? There are many reasons but here are a few highlights:

- Reinforces kindness in the classroom and improves the culture of our school.
- Everyone can participate by completing Acts of Kindness. No one is left out!
- Classroom Goals promote team building and cooperation.
- Little to no classroom interruption or teacher involvement.
- Our school keeps 90% or more.

### School-Wide Service Projects

When students register, they'll have the opportunity to check off individual Acts of Kindness as well as create and add their own. But to add to the fun and boost school spirit, we've planned several school-wide service projects as well!

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Student Registration Process

Now that we know

## PLAY STUDENT INSTRUCTION VIDEO

<https://vimeo.com/228264915>

We recommend downloading this video prior to your faculty presentation so you aren't relying on an internet connection :)

## Incentive Handout

I've given each of you a copy of our Incentive Handout that will be going home with each student the day of our Kick-Off. Please pull that out, and I'll walk you through the details so you can know what to expect.

- *Individual Awards for Completing Acts of Kindness, Sending Emails and/or Raising Money*  
Unlike traditional fundraisers where participation is focused on raising money, ALL students can participate in Raise Craze by completing Acts of Kindness. Even better, students are rewarded for their effort including logging Acts of Kindness and sending emails, not just raising money.
- *Classroom Goals & School-Wide Awards for AOK & Money Raised*  
Classroom and school-wide goals reinforce teamwork and cooperation while boosting school spirit. During our Closing Celebration, we'll recognize the top 2 students per grade for most AOK and most money raised. We'll also recognize the top 2 classrooms school-wide for most AOK and most money raised. They'll receive a special treat and we have a special surprise for their teachers as well!
- *Kindness on the Spot! Kindness Coins for Teacher Distribution*  
We'll provide "Kindness Coins" for you to hand out to students you see being kind during our fundraiser. We call this "Kindness on the Spot!" and recommend giving out 1-2 coins per day to remind students to be their personal best always.
- *Prize Distribution*  
During our fundraiser, individual prizes will be handed out \_\_\_\_\_x/week in the following manner: (bagged and labeled in advance or prize table during lunch). Should your classroom meet a classroom goal, I'll email you to let you know and coordinate the award. If at all possible, we'd like to celebrate classroom goals as they're met rather than waiting until the end.

### Other Ways You Can Help!

Here are some more ways you can help...

- Remind students to Register & Log Acts of Kindness.
- Give timely reminders about Weekend Challenges, Goal Progress and Days Remaining.
- In our Kick-Off Email, we'll include a link to the school Leaderboard. Please check this daily to ensure your Classroom Thermometer is up-to-date. We'll have volunteers updating these every morning, but appreciate you checking behind us!
- Weave kindness into your Classroom Discussions & Lesson Plans.
- Encourage students to register at home with an adult via computer or smartphone. Early registration is best but students can register up to your end date.
- For students without internet or smartphone access, paper trackers are available. Please use *only* as-needed as we'd prefer students register online.

### Closing

Thank you so much for joining us today! Again, we are so thankful for your support. We look forward to spreading kindness together as a school!

Questions? Contact \_\_\_\_\_ @ \_\_\_\_\_