



The 18th Annual Great PUCS Serve-A-Thon



It's a service project
PUCS students serve the Wilkinsburg community on May 6th.

It's a fundraiser
PUCS families fund the future through generating donations prior to May 6th.

Dear PUCS Families,

The Serve-A-Thon is back! On Friday, May 6th, we will gather as we have in years past, serving the Wilkinsburg community through litter removal and beautification projects.

As the Serve-A-Thon is a large part of our annual budget, our goal is to raise \$65,000. The donations will be utilized to fund our students' scholarships, provide needed classroom supplies, and support the education and instruction our students receive. Last year PUCS contributed a whopping \$533,000 to scholarships for our students.

We will need **100% participation** from each and every family to generate donations prior to gathering on May 6th.

God has sustained us, giving us a strategic position to love our neighbors. The PUCS staff is looking forward to what God has in store for us this year!

Jonathan C. Ray, MSW
Executive Director

The Great PUCS Serve-A-Thon

In a Nutshell

Fundraise Now - April 6 to May 5, 2022

Every PUCS student fundraises until May 5th, striving to raise \$400 each. That can be broken down easily to 16 donations of \$25, or 40 donations of only \$10. Our families have excelled year after year - and we are happy to help you succeed too! We have plenty of suggestions and tools for you to utilize. See the fundraising section below on how to set up your GiveButter webpage, write letters, and other helpful tips and tricks.

The PUCS Development team and Mr. Ray are working hard to raise additional funds from corporate sponsors! *We can do this together!*

Serve on Friday, May 6th, 2022

Students, staff, parent volunteers and Community Partners will gather at PUCS for a morning of service. We are dedicated to creation care: collecting trash before it enters our waterways and caring for our neighbors through public gardens and beautiful community spaces. We will finish with a celebration picnic at Ferguson Playground!



Goals & Rewards

Goals 💰

Our goal is **100% participation at \$400**. Every student makes a difference!

Our combined goal is \$65,000. We ask each student to set a personal goal of \$400. That may sound like a lot but *we know you can do it!*

Can you raise \$1,000? **Shoot for the moon!**

REWARDS 🏆

- ★ This year, each class will be competing for
The GREAT SERVE-A-THON TROPHY
The TROPHY will visit the **two biggest earning classes! Classes will also enjoy either a pizza or ice cream party.**
- ★ The **top individual earner** overall will relish in their success and take the TROPHY home for the night for fun photo ops with their family!
- ★ Each student that reaches their **\$400 goal** will receive a **Book Bag Swag Button** AND a ticket to a theme park.

SUPER-DUPER PRIZE CIRCLE

- ★ Families who raise \$1,200 will earn a super surprise gift.

GRAND PRIZE

- ★ The family raising the most money earns up to **ONE WEEK's stay at "My Dad's House" near Hidden Valley.** Sleeps up to 25 people. Hot tub, trampoline, pool table, ping pong, foosball, and 8 acres of woods & trails. *Date to be agreed upon with owner.*



Homework Checklist

- ✓ Set up your [GiveButter](#) website over Spring Break.
- ✓ Brainstorm your “pitch” and list of contacts.
- ✓ Parent volunteers: Fill out the [Volunteer form](#)! Clearances are required. Please email them to office@pucs.org.

Schedule for May 6th

- Arrival at school with your PUCS T-Shirt on
Parent volunteer orientation at 8:15 AM.
- Form teams of students, teachers, parent volunteers & community partners and serve
- Celebration Picnic Lunch
 - Kids & grown-ups return to Ferguson Playground for a special lunch.
- Clean-up volunteer team to store supplies etc.



Fundraising Strategies

“It’s as easy as 1, 2, 3”

1. Set up a personal fundraising page at [Givebutter](#) & encourage donations via the website.
2. Brainstorm a list of friends, family, and neighbors to contact.
3. *Reach out!* A personal ask is always best.
 - a. Call family and friends directly or try a video chat. See [link](#) for details.
 - b. Email blast your loved ones, near & far. (See the example [fundraising letter](#) below.
 - c. Do you prefer old fashion pen & paper? Go for it! (Contact the Serve-A-Thon team for a return envelope.)
 - d. Parents, try reaching out to your [employer](#).
 - e. Host a Mini Fundraiser:

Our families are so creative! In the past, families have held bake sales, car washes, dog washes or lemonade stands in their neighborhoods or churches. Can you think of a covid-safe mini fundraiser to raise additional dollars? We’d love to hear about it!

Tracking / Turning In Donations - START HERE

- All donations using [Givebutter](#) will be tracked automatically!
- For cash & checks:
 - Record all cash and check donations on the [sponsor donation sheet](#).

- o Total checks and cash, verifying and initialing each sheet to indicate money donated matches the amounts listed. sponsor donation sheet.
- o Take a clear picture of your donation sheet and email it each week to serve-a-thon@pucs.org **each Monday**.
- o The PUCS Development team requires each donor's address.

Receipts and Thank-Yous

Personal thank-yous are always best! Set aside time after May 6th to thank each donor and let them know about this year's community service! It makes them happy to participate again next year.

Donations **under \$250** do not require a formal acknowledgment from PUCS to deduct their gifts on their tax return. PUCS is therefore only sending formal gift receipts to individuals who give more than \$250.

Are you still stumped? Reach out to the Serve-A-Thon team at PUCS!! Is fundraising easy breezy? Share your fundraising strategy with your classmates & the Serve-A-Thon team so we can all succeed together!

Thank you in advance for doing your part to make our Great PUCS Serve-A-Thon an outstanding success! **We can do this!**

In Christ,

Your Serve-A-Thon Team:

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Bea Thomas at bea.thomas@pucs.org

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