



Companies That Care

March to College

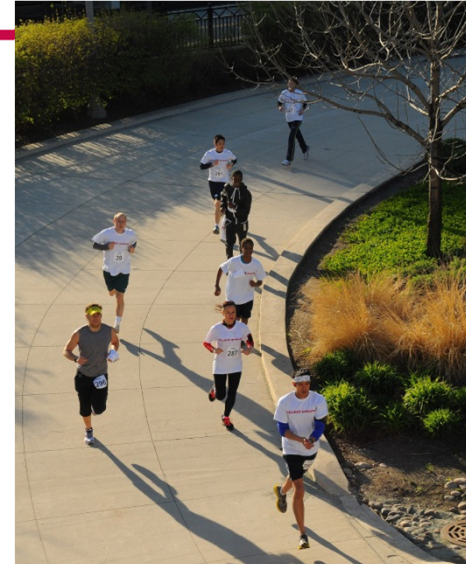
Thursday, May 16th, 2013



Companies

5K MARCH TO COLLEGE

To Benefit the AIM High Program
of Center for Companies That Care





Agenda

- Overview of Event
- Fundraising Goals & Ideas
- Tools & Resources Available
- Questions & Answers
- Next Steps

This webinar is for you!
Make it interactive!!
Ask questions.
Share experiences.
Request feedback on ideas.



Companies That Care

What is 5K **MARCH** TO **COLLEGE**

To Benefit the AIM High Program
of Center for Companies That Care

An event to introduce K-8th graders to college and motivate them to attend

A fundraiser for Center for Companies That Care

An opportunity to win a \$100 shopping trip for your students

A timed 5K run (or walk) in Grant Park on Thursday, May 16th

A College Fair

An opportunity for students to learn the college skill of fundraising



What's New this Year?

- Now a Timed Race
- Added a College Fair
- To be Held Later in the Spring; not During Spring Break
- Reaching out to High School Track Teams





About March to College

- A timed 5K walk/run in Grant Park
- Thursday, May 16th
 - Race begins at 5:30pm
 - College Fair & Entertainment begins at 4:00pm
- **Registration Fees**
 - \$35 registration fee for adults
 - \$10 for students
 - \$25 for families (2 children + one adult)
- **Donations** - Individual pages for each company or student
- **Prizes:**
 - Prizes for incentive teams with 100% attendance
 - Incentive team points for highest total donations
 - Shopping trip for students raising \$1000
- www.marchtocollege.org has everything you're looking for



Student Testimonials

I would like to tell you what AIM High has meant for me and why I am asking you to support the 2013 March to College... The dismal college graduation rate of African American males in Chicago (less than 3%) is an indicator of how rare it is to see someone like me succeed. AIM High ensures that I am contributing to raising that statistic by providing me with a team of mentors who supported me through high school, helping me build my professional network, and even increasing my chances to receive scholarships.

AIM High assisted me in becoming a well-rounded person, as well as left me with memories that will last a life time. The mentors I have been paired with through AIM High have been there for me in a variety of capacities, from emotionally to academically, and have kept me on track to ensure my admission into a great university. Due to the amazing benefits AIM High provided me I want other students to have the same opportunity, and your support will make that happen.

Through the monthly AIM High events, such as the Career Fair, internships, college tours and workshops, I had many experiences that were not afforded to my peers and once I got to college, I realized everything I learned in AIM High was true, especially about doing homework and not procrastinating! With these experiences, I was ready for college life. Therefore, by supporting AIM High, you are supporting future generations of college students.



2013 M2C Goals

Financial:

\$100,000

- \$1000 per student
- Corporate Sponsorships
- College Sponsorships
- Registrants

Attendance:

1200

- All AIM High students
- Students bring 20 people
- All Mentors
- Colleagues, friends and families of Mentors and Students
- High School track teams
- Sponsored CPS students



How Will the Funds be Used?

Today

- Touchpoint events (food, venue, materials, transportation for UCW and Urban Prep)
- Leadership Institute
- Curriculum development
- Bi-weekly student tracking
- Communication with mentors, students and families
- College bus trip
- AIM High costs \$686 per person

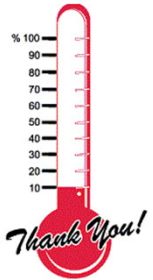
Future

- More staff who can be more responsive to you and more involved with college admissions
- Staffing the office on Saturdays, Sundays and evenings for students to have a safe place to hang out
- More emergency funding for students
- More incentives for students
- More support for students with special needs
- Be able to pay for transportation for students
- Pay school liaisons so we are less reliant on the schools
- Expand AIM High to other cities
- Laptops!



Fundraising Goal \$100,000.00

HELP US REACH OUR GOAL!



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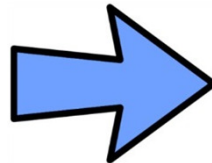
5K MARCH TO COLLEGE 2013

2013 Fundraising March Plan

Overall March to College Fundraising Goal: **\$ 100,000.00**

I. Fundraising Sources:

a) Education March	\$ 25,000.00
b) Healthcare March	\$ 15,000.00
c) Business March	\$ 25,000.00
d) Sports March	\$ 10,000.00
e) Run/Walk March	\$ 10,500.00
f) Mentor March	\$ 45,000.00
g) Board Member March	\$ 12,000.00



- A) Education March \$25K
- B) Healthcare March \$15K
- C) Business March \$25K
- D) Sports March \$10K
- E) Run/Walk March \$10.5K
- F) Mentor March \$45K**
- G) Board March \$12K

II. Fundraising Strategies/Tactics:

a) **Education March** – Raise \$25,000.00 in sponsorships from Illinois-based colleges & universities and related education businesses.

Education March Leadership Responsibility: Tony Varoo, Lauren Clennon (Support) & _____

Description	Responsibility	Completion Date	Status/Comments
Recruited 6-8 Aim High alumni to solicit colleges & universities	Marci Koblenz	June 25, 2012	Completed
Develop March to College fundraising marketing piece	Tony Varoo	June 29, 2012	Completed
Develop compensation strategy for Aim High students	Marci Koblenz	June 29, 2012	Completed
Develop college/university database for calling campaign	Marci/Tony	June 29, 2012	Completed
Develop/provide sales training curriculum for selected Aim High students	Tony Varoo	July 3, 2012	Completed
Contact, follow up and close college & university	Aim High Alumni	September 2012	Completed
Provide specific tasks for the Leadership Institute team to complete	Education March Leader		
Develop strategy for other education related businesses			

Results – Participating Aim High alumni found it extremely difficult to find and make contact with the right individuals at each university. While we created a lot of awareness, we have not yet secured any sponsorships. New tactics will be required for the Higher Education vertical market.

\$1000.00 Goal Per Student

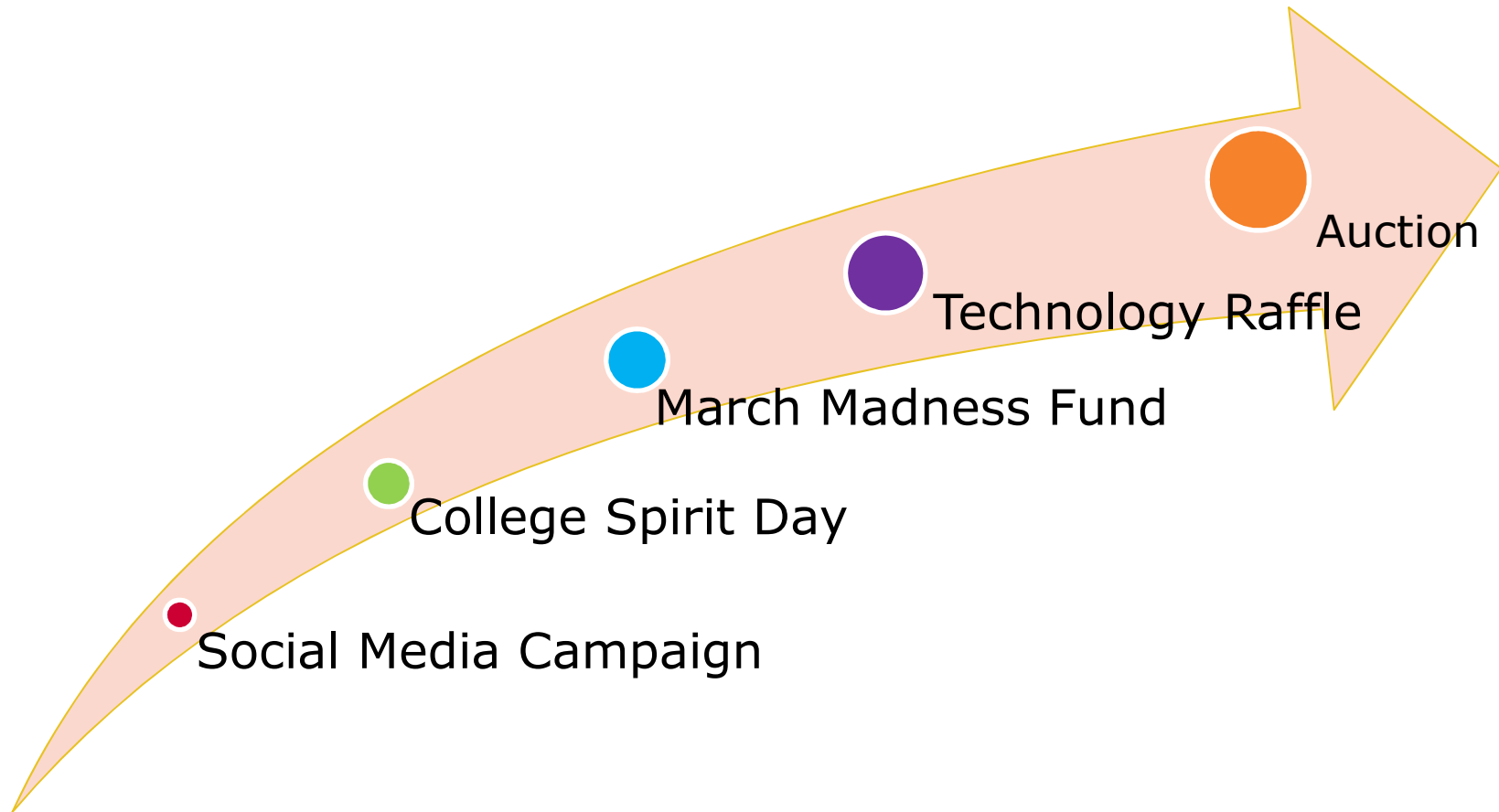


How to Fundraise

- Write a personal appeal that is meaningful to you
 - Describe your student so others feel they know him/her
 - Tell a Story
 - Remember that giving back feels good; give that opportunity to others
- Get Runner/Walker Participation
 - Friends/Family
 - Co-Workers
 - Etc.
- Conduct a Fundraiser...



Fundraising Ideas



Social Media Campaign

College Spirit Day

March Madness Fund

Technology Raffle

Auction



BACK TO SCHOOL FUNDRAISER

Two AimHigh Alumni, Rozjolei Jackson and Shaiesha Moore will be headed back to college in a few weeks are raising funds to cover the skyrocketing cost of books and school supplies. They are holding a raffle and the winner will receive a Samsung 40" high definition flat screen television!

Email rozjoleijackson@yahoo.com or moore.shaiesha@gmail.com with your ticket request, and they will be mailed directly to your raffle coordinator who will distribute them to you. Questions? Call (773) 547-1910.



\$2.00 Each
6 for \$10.00
15 for \$20.00



40" 1080P SAMSUNG
Flat Screen TV

Raffle Drawing Date Friday August 17th @ 10:00 AM

Technology Raffle

- Sold \$1,600.00 in Tickets
- Purchased \$600.00 TV
- Raised \$1,000.00



Tools Available



Mentor Tools

- Unique donation/registration link created for each company or student
- Template solicitation letter and forms
- Marketing materials
- Fundraising ideas
- Tony's expertise!
- Website

Student Tools

- Clear Expectations
 - Raise \$200
 - Bring 20 people
 - Make a plan
 - Write a personal statement
 - Report fundraising progress weekly
- Leadership Institute Curriculum
- Their mentors



March to College - Mozilla Firefox
outlook.companies-that-care.org

http://www.companies-that-care.org/component/content/article/61-landing-page/332-march-to-college

Recognition
Education
Code of Conduct

[Register Here](#)
[Donate Here](#)

Famous people say YOU should go to college.
Click here to find out who!
[Click here for a complete Runner/Walker Packet.](#)

Why: Less than 6% of low-income, minority youth graduate from college. **We aim to change that! Please join with us and March to College.**

When: Wednesday, April 4, 2012 at 5:30pm. (Entertainment begins at 4:00pm.)

Where: Upper Hutchison Field at Grant Park, Chicago
Start at SW corner of Balbo and Columbus

Who Should Participate: Everyone who believes in a college education; students and adults!

Cost: \$30 for adults
\$25 for families- an adult and 2 kids
\$10 for students (College-aged and below)

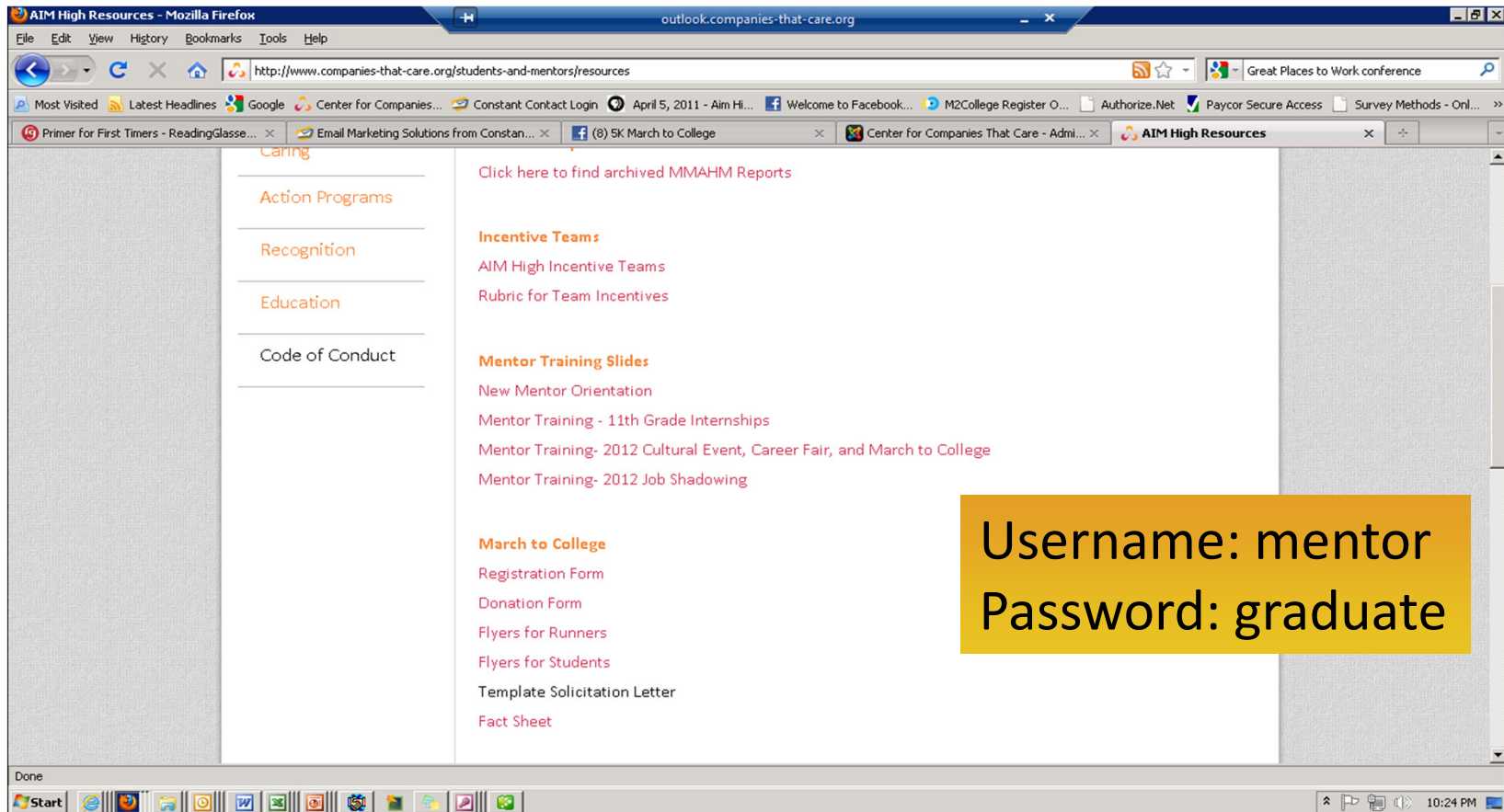
Register: [Register online to run/walk](#) in the March to College here. Or, you can also [download](#) a paper registration form and send it in.

Donate: Support March to College with a [donation](#). Every \$10 donation allows another under-privileged student to participate.

Sponsorships: [Sponsorship](#) opportunities range from \$10,000 to \$500.



Click on Login tab in upper right corner of website





Frequently Asked Questions

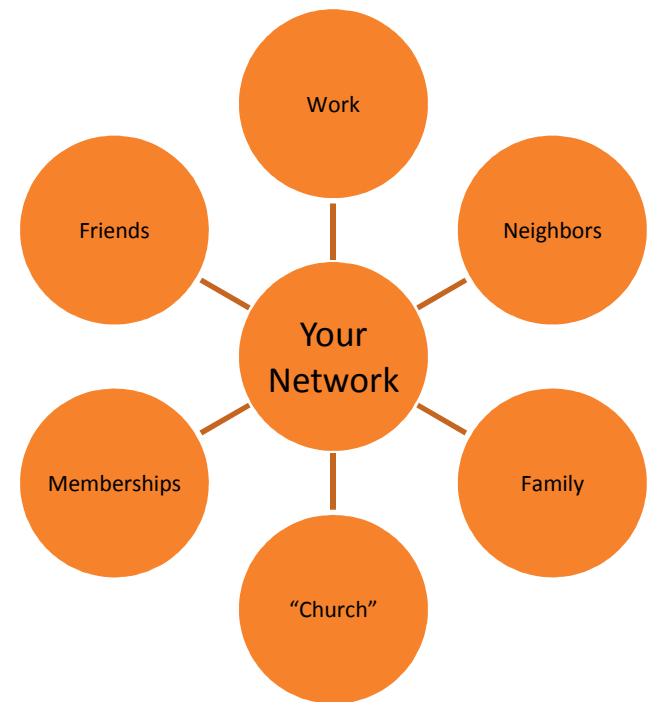


- Do paying runners/walkers count toward \$1000 goal?
- Does a sponsorship count toward goal?
- Are the students expected to fundraise?
- If my company is an AIM High sponsor, do we still need to participate?
- Is this a timed race?
- Where do I find our team's link?



Other Ways to be Involved

- Join Tony's March to College team
- Solicit celebrity endorsements
 - Think: 6 degrees of separation
- Solicit college or business sponsorships
- Post Flyers (great activity with your student!)





Next Steps

- Meet as a Team to Plan Fundraising Strategy
- Choose an Internal March to College Chair(s)
- By February 8th, submit Fundraising Plan form
 - Goal
 - Plan
 - Names of Chairs
 - Choose Customized Donation Link (Company or Student)
- March 15th Follow Up Conference Call (Fundraising Progress)
- Read MMAHM for updates

Fundraising deadline is April 30th