



Following is a review of the ways to get started and items to consider in the March to Australia Challenge.

Step 1: Register to Participate

All current band members need to register for the March to Australia Challenge. Registration is free for band students (regular participants pay \$35.00 to register), and should be completed by June 15th. It only takes a couple minutes so please do it now. To register in the **MARCH TO AUSTRALIA Challenge** go to the event page at www.virtualcharityevents.com/e/phsband and click on the Register button. Select **Current PHS Band Member Registration** and complete the required information. If you are 18 or older, you can complete the waiver section yourself. If you are younger you will need a parent/guardian to complete the waiver section. Once registered you can then set-up your fundraising page and start raising support for your trip.

Step 2: Set Up Your Personal Fundraising Page

All band members are encouraged to set-up a Team or an individual donation page. It only takes a couple minutes to add your personal information and setup the page. To set up your Team or individual donation page now, go to the "Setup a Donor Page" on the website at: <http://www.phsband.myevent.com/3/fundraiser.htm>. Fill in the requested information to set up your page. If you are going to try and get other runners/walkers/riders, select the Team option so others can join your team. On your page, provide information on why you participate in the band, what going on this trip means to you, etc. It will really help people be interested in supporting you on the trip. Once established, the site will display your link to your personal page. Remember, 70% of funds donated to your personal fundraising page go to your student trip account.

Step 3: Share Your Story! Ask Others to Join Your Team and/or Support You.

70% of funds raised through others registering as part of your team, and through donations to your personal fundraising page, goes toward your student trip account. To get others to join and/or support you, you need to Share your Story (and your personal link)! Personally asking, letter writing and email campaigns are the most effective methods! Here are some tips to keep in mind:

- Have a short message ready for those you plan to talk to in person. It is best to practice it to be sure you are clear in your communication. See some of the message notes and examples below for help. Follow up your discussions with an e-mail or letter.
- Write a short message and tell why you are in the band, what the trip means to you, share how being in the band has affected you, etc.
- Share your fundraising goal and aim high!
- Invite them to run/walk/ride in the event as well. Provide them the link, www.virtualcharityevents.com/e/phsband and encourage them to register & join your team.
- Ask them to donate online and include your link to your Personal Fundraising Page.
- Ask everyone you know – create an Ask List from your contact list and include family, friends, neighbors, co-workers, classmates, etc. And don't hesitate to ask more than once and in more than one format (in person, letter, e-mail, social media, etc.)
- Don't forget about social media. Post the event on Facebook, tweet about it on Twitter, mention it on Instagram, etc. The more places and the more people you inform, the more people likely to participate and the more donations you will receive.
- Say thank you – let them know you appreciate their support.

Here are some sample emails/letters. Tailor them to your personal style:

- In March 2016 the Pennsbury Marching Band is going on a once in a lifetime trip to Australia. As a member of the band I can't wait to go and need your help. In August & Sept. we will be tracking how many miles the band marches during band camp, practices, and performances. I am aiming to march 66 miles during that time and am asking for your support in one of two ways: 1) You can support me for the miles I march with a contribution on my donor page at **(insert your personal page URL)**. Every dollar is appreciated. 2) You can participate in a "Virtual" March to Australia at the same time. Just register and walk, run or bike to support the trip. This is a virtual event so anyone of any ability can participate from anywhere in the world – and there are no set miles you have to complete. You decide what works best for you. There are fun prizes and it all goes to benefit the trip. For more information go to www.virtualcharityevents.com/e/phsband. Please pick one of the options and support me and the band. Thank you so much!

- Please help me in a once in a life time opportunity! I am a member of the award winning Pennsbury Marching Band and in March 2016 the band is going on an incredible trip to Australia. We will be representing our school and community by marching and playing several performances in and around Sydney. To help us raise support for the trip, the band is sponsoring the “March to Australia” Challenge. This is a really cool event that includes tracking how many miles the band marches during band camp, practices and performances throughout the months of August and September. My personal goal is to march at least 66 miles. You can help in one of two ways: 1) You can support me for the miles I march with a contribution on my personal donor page at (**insert your personal page URL**). We have never tracked how many miles we march each year, but believe it is typically several miles per day during practices and performances. So if you can support me for the miles I march that will be greatly appreciated. 2) You too can participate in a “Virtual” March to Australia – a virtual event that anyone of any ability can participate in. You register for the challenge and then walk, run or ride to support the trip. The band is challenging our friends and relatives to see who can record more miles, the band or our friends. You can participate from anywhere in the world and there are no set miles you have to complete. You decide what works best for you. There are fun prizes and awards and it all goes to benefit the trip. You can learn more at www.virtualcharityevents.com/e/phsband. Thank you for considering to join me in supporting this trip by contributing or joining our challenge!!

Step 4: Log Your Miles

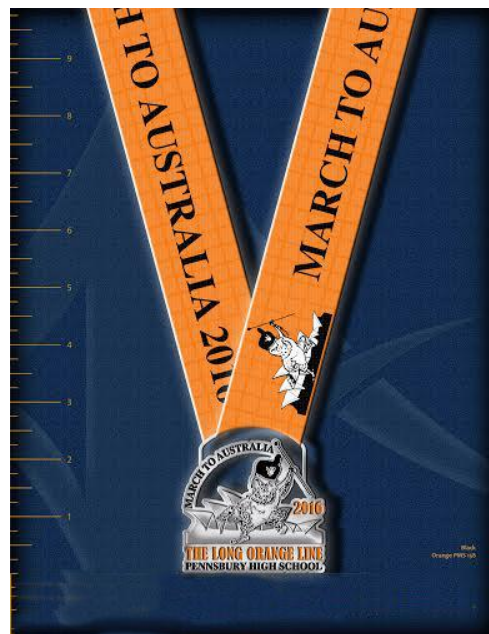
During band camp, band practices and performances between August 15th and September 30th, we will be tracking at least one band member from each section to see how many miles we march. We don't think this has ever been done before and want to see just how many miles we put in. Section leaders will be getting more information about how to track and log miles for their section.

We will learn which section marches the most mileage, and how far the entire band marches.

Step 5: Prizes and Awards

There will be prizes and awards for participants in the Pennsbury Band “March to Australia” Challenge.

- All band members who raise more than \$50.00 in support through the March to Australia challenge will receive a custom designed March to Australia medal and ribbon.
- Prizes will also be awarded for the Most miles logged by section
- Random prizes and awards will also be provided



Step 6: Update and Thank Your Donors

- During the challenge, send out brief messages and/or post updates on Facebook, Twitter and other social media channels. Let everyone know how you are doing against your goals, how many miles your section completed that week, and include a picture or two.
 - It is very important to send a note, an e-mail, or call your donors in person at the end of the challenge. Let them know how much you appreciate their support. Include how you did, how many miles you completed during the challenge and how much funds you were able to raise. Share how the event did collectively across all runners/walkers/riders for the entire event, how many miles the band marched vs. how many miles the virtual participants recorded, etc. They will appreciate the follow-up and recognition of their support of you in this event.
 - It would be an added bonus if you thanked everyone again after the trip. Include some pictures and a brief overview of what you did and what the trip meant to you. Thank them again for their support and how much you appreciate them being a part of your team.
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