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**Walk ‘N Roll Event:** Thursday, October 12, 2017

**Pledges due:** Friday, October 20, 2017

Mark your calendars for the 7th annual View Ridge “Walk ‘N Roll”! This is the first fundraiser of the year and is a great way for the kids to get involved with the school. We are targeting 100% pledge participation for our all-school FUNdraiser, with a **fundraising goal of $25,000.** If we average (5) $10 pledges per student, we will easily exceed our goal.

**How Walk N’ Roll works:**

* -  Kids receive a Pledge Envelope in their take-home folder
* -  Families work together to set lap goals and ask for donations
* -  **Thursday, October 12th** all View Ridge kids walk, run, wheel, or move around the track for 20 minutes and  track the number of laps completed
* -  Donations are collected
* -  **Friday, October 20th** the Pledge Envelope/donations are due

 **Additional Information about the Walk N’ Roll …**

***What is the Walk N’ Roll?*** This super fun fundraising event gets students, parents, and the community involved. Kids collect pledges and set a lap goal to walk, run, wheel, or move for 20 minutes around a 1/8th mile track.

 ***When and where is it?*** The Walk ‘N Roll will be held from 8:00 am to 1:45 pm on **Thursday, October 12** at the primary playground.

 ***Who participates, and how?*** All students participate! Students participate by setting lap goals, collecting pledges, and walking, wheeling, or moving on the day of the event!! Families and community member participate by helping sponsor View Ridge students. Kids collect their sponsored pledge money and return it to school no later than **Friday, October 20.**

 ***Why is it called a “Walk ‘N Roll”?*** View Ridge students will enthusiastically participate in ways other than just walking. We have kids who roll in wheelchairs, who move with canes or walkers, and who will even run the laps. And here’s a fun fact, did you know the term “walk” is from the Old English *wealcan*, or “to roll?” We think the name rocks!

***Why do we do this?*** Walk ‘N Roll funds go to support View Ridge PTA Enrichment Programs like Writers in Schools, 4th Grade Camp Orkila, Arts Night, Science Fair, School Dance, Ice Cream Social, Spring Picnic, and much more! Most importantly, the entire school community participates in a fun and healthy community- building activity. And the kids see how their personal efforts benefit their school.

***Is my child required to sign up a minimum $ amount in pledges?*** No. Although we have set an average goal per student of 5, $10 pledges this is a goal, **NOT** a requirement. Every student will participate on event day and every student will get a t-shirt as a thank you for moving for View Ridge!

***Are the pledges tax-deductible?*** Yes. 100% of your donation is tax-deducible.

***Am I required to pledge per lap, or can I make a flat contribution?*** Contributions can be made either by pledge per lap or flat contribution. Whatever your family, friends, and neighbors are willing to do!

***How many laps will my child complete?*** Depending on the child, walkers typically complete 10-13 laps, those in wheelchairs or using walkers or canes complete 2-5 laps, and runners up to 15 or even 20 laps. The lap is 1/8th mile track for 20 minutes, so that should help you set a reasonable goal with your child. 8 laps = 1 mile.

***How do matching funds work?*** Every dollar may be eligible for matching corporate funds from qualified companies. Please ask every potential donor about matching funds. Matching funds are an easy way to double or triple donations to our programs at View Ridge.

***What do I do with the pledge envelope?*** Please fill out the child’s name and teacher information. You can help your child set a lap goal and then begin collecting pledges (pledge per/lap) or flat contributions.

On event day, your child’s final lap count will be sent home on the back of their event t- shirt. Record that on the bottom of the pledge sheet. Then collect your remaining pledges, being sure to ask every donor about matching gift programs at their or their spouse’s place of work.

Return the pledge envelope and collected money **no later than Friday, October 20**. If possible, try and turn in a single check for any cash collected (this makes accounting a much simpler task for our volunteers).

***Who should I ask and why should they donate?*** Walk ‘N Roll is a chance to get our entire community involved in supporting the school. One of three primary PTA fundraisers for this year, Walk ‘N Roll does not rely primarily on parents to donate funds but rather on families to reach out to friends, family and neighbors for their support. We are all proud of our wonderful school, and asking others in our community to support the school directly supports our kids and strengthens our community.

***I am not sure what to say to my friends/family/neighbors. Do you have a sample letter?*** There is a sample email/letter on the website. Go to the View Ridge PTA website at <http://www.viewridgeschool.org> Click on “Fundraising” then select “Walk ‘N Roll.”

***I want to volunteer/have additional questions. Who do I contact?*** We would love your help! There are many ways for parents to help especially the day of the event. Please contact Stacy Winegardner (stacy.winegardner@gmail.com ) or Angie Kennedy (angiepkennedy@gmail.com )