

# PROMISETHON

Character \* Leadership \* Giving

## WHAT IS PROMISETHON?

PromiseThon is a CHARACTER EDUCATION EVENT that is also a very positive and successful FUNDRAISING PROGRAM for K - 8 Schools. PromiseThon was developed by the not-for-profit organization, Vehicle For Change. Vehicle For Change has been providing character and leadership programs over 20 years.

The goal is for each student to MAKE and KEEP 21 Promises over the course of the 21-day program.

## HOW ARE WE DIFFERENT?

Bake sales, car washes, raffles, auctions, walk-a-thons — fundraising is nothing new. But the reality of multiple years of slashed budgets means schools aren't just trying to cover extras like arts, athletics and field trips but also core necessities.

PromiseThon was designed and built by former teachers exclusively for schools.

The team at Vehicle For Change has over 25 years experience in character education & fundraising, so we know what works and what doesn't.

**PromiseThon** utilizes a crowd sourcing platform that focuses on Character and Leadership. We provide you with all the materials and guidance to ensure successful outcomes.

## WHAT IS THE COST?

There is no cost to the school or parents for the PromiseThon Program. PromiseThon includes an online crowd funding platform, so instead of charging a fee for service, our program includes a fundraising component with no minimums to get started. As a cooperative fundraiser, Vehicle For Change, YOUR school and the school's selected charity share in the proceeds collected.

## CHARACTER CURRICULUM

Each day in homeroom or advisory, students will learn about 7 Character Principles and will be encouraged make a promise based on the Challenges presented. Our curriculum includes lessons for grades Pre-Kindergarten through 8th Grade. Through Leadership Challenges, Journaling and Teamwork, students will learn important Character Traits:

PERSEVERANCE

P

R  
RESPECT

OPTIMISM

O

M  
MINDFULNESS

INTEGRITY

I

S  
SERVICE

EMPOWERMENT

E

PROMISETHON

PRE-KINDERGARTEN - 8TH GRADE



## OVERVIEW

- Vehicle For Change is a 501(c)(3) non-profit with 25 years experience in Character Education & Fundraising;
- No selling unhealthy products or overpriced wrapping paper, candles, magazines etc.;
- No upfront costs or risk to schools;
- All Inclusive: all students participate in the CHARACTER program and any CELEBRATIONS regardless of funds raised, so no one is left out due to the family's financial situation;
- No participation fees for parents;
- No product to sell - sort - allocate;
- Parents and Teachers want and need what we have to offer...Character Education and Positive Reinforcement that makes a lasting change in our students and school culture.

## Comprehensive Character Education Program

- Promotes Character & Leadership Initiatives;
- Character Education Curriculum for K - 8;
- Simple & Engaging Lesson Plans;
- Promise Passport for every student to track their promises;
- FLIP IT wristband that is used to REMIND students to change their attitude when it's not a positive one and to stop bullying in it's tracks.

## Crowd sourcing Website designed for crowd sourcing

- Customized web page for your SCHOOL - CLASSROOMS - STUDENTS;
- Our website will track donations, pledges & promises;
- All funds are collected online. You can see donations and pledges in real-time. We invoice the sponsors for any uncollected pledges.

## Incentives & Celebrations

- Teacher Appreciation & Motivation - gift cards to teachers;
- Field Day and/or Community Festival with inflatables, games, food, etc.;
- Students receive virtual tickets for completing their promises and for funds raised. The tickets can be redeemed for prizes, incentives and raffles;
- Fun Incentives: like duct taping admin to the wall, silly string, donut decorating, drone competition, photo booth, etc.;

### To get started:

Call Wes Foster at: 614-348-8869

Email: [wes@vehicle4change.org](mailto:wes@vehicle4change.org)



## HOW IT WORKS

### Teachers are critical to success

We meet at your school and go over the process with your teachers. This can be an after school meeting or an in-school meeting that works best with your school schedule. We try to keep this at 30 minutes or less. Prior to the teacher meeting, we will speak with the decision-makers (principals, PTO/PTA) and go over some of the ways we can motivate teachers to take an active part in all aspects of the program.

### Students and Parents:

Students will take home a permission slip explaining the program in concise and easy steps. It states very clearly that no payment is required for participation, but they do need to go online and register their child. We understand that many parents are not internet savvy or social media guru's and some may not even have internet access. So, we have designed and built the registration process to be quick and easy even on a mobile phone. With features such as the QR-code scanning, parents just position their phone camera over the QR-code and the registration website populates without typing anything.



### Funding & Donations:

Once the student is registered, it will generate a student web page. The most important feature on the student page is the SHARE feature.

Parents can choose to share the fundraiser with friends and family - and we make it SUPER EASY to do so. We have a pre-written message (that can be modified) and is auto-populated when one of the link buttons is clicked.

Potential donors/sponsors receive a message with a direct link to that student's fundraising page. They can choose to donate as little as \$5.

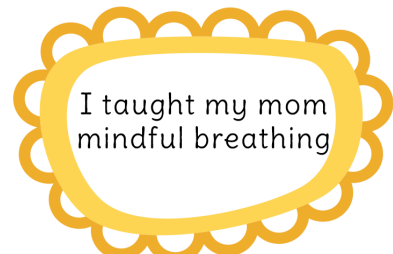
The SHARE feature is also available for Sponsors to use as well. This is what makes CROWDFUNDING so powerful and successful in school fundraising efforts.

### Student Responsibility

During the PROMISETHON EVENT, students will learn 7 character principles and understand the importance of keeping their promises. The goal is to make and KEEP 21 promises. Each student receives a PROMISE KEEPER to track all their Awesomeness. They also receive a "FLIP IT" wristband that is used to teach students how to change their attitude if it's not a positive one and to stop bullying in its tracks.

#### PROMISES = GOOD CHARACTER

Promises don't need to be complicated, they can be simple acts of kindness or goal oriented. On the right are a few examples of promises that were made and how they were kept.





## Character in the Classroom

We provide your teachers with a list of actionable promises that everyone can accomplish. The first 7 promise challenges are things students can do to help their school have a successful fundraiser and character event. We do stress the importance of following through on one's commitments. To this end, we believe it is very important to understand that when you agree to make a promise, you are making a commitment to follow through and keep your promise. So, if a student cannot commit to these suggested promises, they can substitute with a promise they intend to keep.



We have many examples of promises, but they can also be customized to fit your school needs. Most are simple easy promises that everyone can achieve, but will make a huge impact and difference in your school dynamics.

## Promises at Home

We hope with this program, parents will get involved and give their children challenges at home. We have many suggestions such as: I will clean my room/help prep dinner/clean up dishes/walk dog/go to bed with a fuss/brush my teeth without being asked/share my favorite toy, etc.

But we encourage parents to customize this to their needs and child's wellbeing. They can help their children fill out the PROMISE TRACKER online to show sponsors how they are doing. Or record it in their Promise Passport as homework.

### Promise Tracker Example

- 1 For each Promise Challenge in the list, you will write a statement for the PROMISE you intend to KEEP.
- 2 Click  and write a statement such as, "I promise to read the Promise Contract and agree to act respectfully."
- 3 You will notice that the orange button is replaced with .
- 4 As you complete each challenge, click on the blue button and write how you KEPT your promise.

## INTEGRITY

### CHOOSE TWO CHALLENGES

- Invite someone playing alone to join your game.
- Apologize & make amends with someone you were mean to.
- Help clean up a mess even if you didn't make it.
- Help the cafeteria workers clean up.
- Introduce yourself to someone new.
- Let someone go ahead of you in line.

~OR~  
 **ADD YOUR OWN CHALLENGE**

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View the Promise Passport online:

[www.promisethon.org/about/#passport](http://www.promisethon.org/about/#passport)

