

## The "12-Hour Run" Fundraiser

Changes in our economy, athletic priorities at various institutions, and expenses that threaten the viability of our sport have necessitated creative ways to painlessly generate income for track teams at almost all levels. The following instructions on organizing and coordinating a "12-Hour Run" fundraiser have evolved from nearly 20 years of trial-and-error at one institution and have been very successful. The goal of this fundraiser is to not only raise much needed money for the track and field program, but to also create a fun event that leads to team bonding, and is something to actually look forward to.

The Date – March 17<sup>th</sup>

### The Format

The 12-Hour Run is a fundraiser where student-athletes receive pledges per mile for distance run by an entire track team in a 12-hr period. Athletes do not run for the entire timeframe but are platooned around the clock in order to give them rest, allow them to have fun, and keep the quality of the track time at a maximum. Each athlete runs a mile segment and hands off a baton to the next runner in order while a recorder keeps track of the athlete name, time, and overall tally of miles. Pledges are received in advance either as a flat donation or preferably per mile. It is entirely possible to have a platooned group (60 co-ed runners -- 3 squads of 20 running 4-hour segments) complete in excess of 100 miles. A goal of \$1.00 total in pledges per athlete (\$100 in fundraising per athlete) yields a tremendous income.

### The Set-Up

This will be run in the indoor track, where there will be music, and movies playing projected on the wall. There will also be food available.

### The Specifics

- 1.) Athletes need to go out and get pledges. Make the first pledge a fairly substantial one as successive pledges will most likely follow in like denomination (i.e. a 1c. pledge seems to encourage more 1c. pledges... and a 10c. pledge encourages more 10c. pledges).
- 2.) The team will break down the team into similar numbers per running group. A team of 60 leads to 3 groups of 20.
- 3.) Starting at 8:00am on Sunday, March 17<sup>th</sup>, allows for 4 hr blocks of 8:00am-12:00pm, 12:00pm-4:00pm, and 4:00pm-8:00pm.
- 4.) Athletes are encouraged to take the pledge sheet out to:
  - a. businesses in the area
  - b. churches they may attend
  - c. responsible school classmates
  - d. school supporters and boosters
  - e. places where they work (or parents work)
- 5.) Upon completion of the 12-hr relay, the athlete will need to go back out into the community to collect the pledged amounts. All pledges will be collected after spring break on Monday, April 1<sup>st</sup>.

### Incentives

Awards will be given for those athletes who reach the donation goal of \$2.00 per mile or a flat rate of \$200.