

## Collecting Pledges

The Walk-a-Thon Packet contains a Pledge Sheet. Students can collect pledges from friends, family, neighbors or parent's co-workers. Students have until the due date of September 22nd, 2010 at 9am get pledges and turn in money!!!

**Pledges are essential to the success of our Walk-a-Thon**  
Generally, there are two types of pledges:

**Flat Pledges:** The preferred pledge is a flat pledge, a fixed amount, regardless of how far a student walks. We encourage pledges of \$20 and above. We also encourage students to set an overall goal of \$100 for this event.

**Per Lap Pledges:** With a per-lap pledge, donations increase with each lap walked. The track is 1/6 mile long, and credit is only given for whole laps walked.

**Why do we prefer flat pledges?** First, it is a known amount of money. Regardless of whether a student walks 1 lap or 20 laps, the amount stays the same. Second, a flat pledge removes any "surprise factor" for donors. Everyone has funny stories of a donor pledging \$5.00 per lap and expecting the student to walk 3 laps. When the student then walks 20 laps and returns to the donor for \$100.00 (instead of the expected \$15.00), it can create an awkward situation. But perhaps most important, if you solicit a flat pledge, you have the ability to collect it on the spot. Otherwise, you must return to the donor after the event.

**Company Matching:** Many companies have matching programs for employee donations. Please see attached Corporate Matching Sheet and remember to ask family, friends, neighbors and other potential donors if their company is on this list. **This is a great way to double their contribution!!!**

**Contact Tamara Zozaya for details at EZ@charter.net**

**Checks should be payable to SMSMG.** SMSMG is a 501(c)3 organization, and pledges have the potential to be tax-deductible donations in accordance with applicable law.

**Mailer:** In your Walk-a-Thon Packet you will find a mailer. Send this out to family and friends across the miles. Make copies or download one from our website:

[www.stmarygilroy.org](http://www.stmarygilroy.org)

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### Last Years Lap Averages

Kinder: 20—48 Laps  
1st: 21—59 Laps  
2nd: 20—36 Laps  
3rd: 17—36 Laps  
4th: 19—39 Laps  
5th: 19—41 Laps  
6th: 21—39 Laps  
7th: 15—43 Laps  
8th: 18—34 Laps