



## FAMILY GUIDE

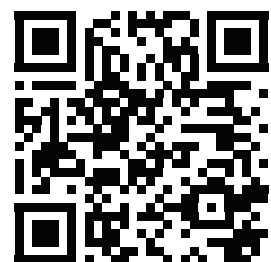
Croc-A-Thon is Kate Sullivan's new character- and fitness-focused fundraiser that will help raise funds to replace the aging Smartboards in our classrooms and purchase audio-visual equipment for our growing student population.

Croc-A-Thon is a school-run program developed as an alternative to contracting with a for-profit fundraising company. That means 100% of the proceeds stay at Kate Sullivan!

From April 10-14, classes will work together to earn rewards and reach fundraising milestones. Students will attend daily pep rallies to share a character lesson and celebrate fundraising progress. On April 14th, the program will culminate in the Croc-A-Thon Obstacle Course Challenge, where students will run, jump and climb their way through 25 fun obstacles.

We are using a web-based fundraising system for students to request pledges for the Obstacle Course Challenge. You can create a family account and register your student(s) at [pledgestar.com/katesullivan](https://pledgestar.com/katesullivan). The PledgeStar site makes it easy for family and friends to support your student(s) as they run the Croc-A-Thon Obstacle Course!

Scan the QR code to register  
and get started at  
[pledgestar.com/katesullivan](https://pledgestar.com/katesullivan)



# GET STARTED

- 1. MY TOP TEN** Talk to your student(s) and make a list of 10 sponsors who might like to support our school. Write their names down on the next page. Friends and family anywhere in the world can donate!
- 2. REGISTER ONLINE** Visit [pledgestar.com/katesullivan](https://pledgestar.com/katesullivan) today and set up your family account. It's quick and easy!
- 3. ADD YOUR STUDENT(S)** Enter each child's name and select their homeroom teacher from the drop-down list.
- 4. PERSONALIZE YOUR REQUEST** Use the provided pledge request, or customize the message for recipients. You have the option to upload a photo of your student(s) to be included in the pledge request and displayed on their donation page.
- 5. ENTER YOUR POTENTIAL SPONSORS** Under **ADD FAMILY & FRIENDS + TRACK DONATIONS**, you can import contacts from your address book OR type in their names, email addresses, and phone numbers. PledgeStar will send the pledge requests for you!
- 6. JOIN US FOR THE OBSTACLE COURSE CHALLENGE!** Volunteer to help at the event or simply come cheer as the students run the obstacle course on April 14th! Register at [bit.ly/crocathon](https://bit.ly/crocathon) to attend.



Pledge requests are displayed in English by default, but you can choose a language and personalize the message for individual recipients when you enter their contact information under the **ADD FAMILY & FRIENDS** section.

Prefer to use an app? Search the app store for **PLEDGESTAR** and download the app to easily complete steps 2-5 above and track donations from your sponsors on your Android or iOS device. Use event code: **KATESULLIVAN**

# MY TOP TEN

Use this page to write down the names of your potential sponsors. Then, enter their contact information online at [pledgestar.com/katesullivan](https://pledgestar.com/katesullivan).

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Don't forget! Register and send pledge requests at [pledgestar.com/katesullivan](https://pledgestar.com/katesullivan)



# CROC-A-THON

## OBSTACLE COURSE CHALLENGE

On April 14th, students will maneuver their way through five obstacle stations. They will traverse each obstacle five times, for a total of 25 obstacles completed. Mark your calendars for the big event!

Every student will receive a Croc-A-Thon t-shirt to wear for the event, and families are encouraged to come cheer the students on!



**BALANCE  
BEAM RELAY**



**AGILITY  
CHALLENGE**



**CROCODILE  
CROSSING**



**SWAMP RUN**



**INFLATABLE  
OBSTACLES**

**We are asking families to connect their student(s) with ten potential sponsors who could give a flat donation per obstacle. Students will complete 25 obstacles.**

### PLEDGE CONVERSION CHART

**\$1 per obstacle = \$25 donation**

**\$2 per obstacle = \$50 donation**

**\$3 per obstacle = \$75 donation**

**\$4 per obstacle = \$100 donation**

**\$5 per obstacle = \$125 donation**

## PLEDGESTAR FUNDRAISING

After you create a family account and enter potential sponsors, you can send pledge requests to quickly and easily.

Donors can make secure donations online, and you will be notified each time a pledge is made! You can also track individual, class and school fundraising progress online.

Register and send pledge requests at [pledgestar.com/katesullivan](https://pledgestar.com/katesullivan)