Fundraiser in a Box

School Math-a-thon

A complete step-by-step guide to running a successful school math-a-thon experience with RallyUp

For elementary and middle schools
PHASE 1

Math-a-thon Best Practices

Introduction
A brief overview of the classic school math-a-thon

Administration
Assigning administration responsibilities when creating your math-a-thon

Scheduling
A closer look at successful timelines and schedule options

Enrollment
Deciding the rules on participation and math-a-thon enrollment

Quiz Creation
Consider the math-a-thon tests and challenges you'll create

Cause Promotion
A birds-eye-view of your cause and how to rally people to participate

Goal Setting
Setting your math-a-thon fundraising goal and exceeding it

Event Showcase
Optionally hosting a math-a-thon semi-final and final event at your school

Prize Selection
Choosing math-a-thon prizes and student rewards

Pledge Collection
Best practices for result tallies, leaderboards and collecting pledges

PHASE 2

Getting Started with RallyUp

Step One
Create your RallyUp math-a-thon fundraiser

Step Two
Promote your fundraiser and collect pledges

Step Three
Finalize your fundraiser
PHASE 1

Math-a-thon Best Practices

How to make your school’s math-a-thon an unforgettable experience for students, parents and teachers – while achieving your fundraising goal.

Introduction

A brief overview of the classic school math-a-thon

Make math fun and raise money for a good cause with your next math-a-thon fundraiser!

Students participate in a number of exciting math challenges and collect pledge donations based on how far they get. It’s a great way to encourage growth in mathematics as a subject, to reward talented students and to fundraise for your school, or a cause your kids care about.

Math is a skill, which means it needs to be practiced and developed to be perfected.

Fundraising events like these help kids experience math in fun, interesting ways while working for a noble purpose. A well-run math-a-thon engages kids in an experience they’ll never forget.

Our job is to make your math-a-thon an extraordinary experience. To do this, we take you through 2 phases.

PHASE 1
Research-backed best practices
How to make your math-a-thon great

PHASE 2
Taking your math-a-thon online
How to implement your campaign on RallyUp

Grab a pen and paper to take notes as you encounter new ideas. You can also print and use this document as a discussion point for your first planned meeting.
Enrollment

Deciding the rules on participation and math-a-thon enrollment

Will your math-a-thon be mandatory, or will you make it optional to sign up?

Keep in mind that the most successful fundraisers work on a volunteer basis. Not all families can afford to pledge donations, so your school should allow students to ‘enroll’ only if they want to participate.

It’s a good idea to send home a parent permission letter, which parents can sign if they want their child to participate in the math-a-thon.

That way only genuinely interested participants will be registered to fundraise for your school.

If a child wants to participate, but their parents can’t pledge donations — sponsors can be found and kids can be encouraged to source outside pledge donations from other donors.

Anyone can quickly and easily pledge with RallyUp in just a few clicks.

Quiz Creation

Consider the math-a-thon tests and challenges you’ll create

Your math-a-thon can be as simple as several questions handed out on test day, or as exciting as a live math obstacle course where teams must compete against each other.

It’s up to you as the administrator to compile the math tests and challenges you’ll be using during your math-a-thon fundraiser. Many schools create open tests, where students answer as many problems as they can — even if they’re above their grade level. This challenges your students and reveals real mathletes!

With every game/challenge/problem that your student solves, a pledge amount will be awarded from their sponsoring donors.

Consider which to include:

- Number games
- Addition games
- Subtraction games
- Addition & subtraction games
- Multiplication games
- Division games
- Multiplication & division games
- Fraction games
- Percent games
- Decimal games
- Geometry games
- Logic puzzles
Administration

Assigning administration responsibilities when creating your math-a-thon

Who is going to be responsible for creating, launching and running your school math-a-thon?

In the past, you’d need several teachers and heads of staff involved to keep your fundraiser moving forward. Now, you only need a small core team.

This team should be focused on creating and updating the campaign on RallyUp. They should also be focused on prepping students and making sure the allotted events go smoothly.

A team of 3 people is enough to achieve this. A lead administrator and strategist, an events coordinator, and someone who is good at creating media and managing promotions.

---

Scheduling

A closer look at successful timelines and schedule options

It's time to consider how long your math-a-thon will run, and how big it will be.

Scale and scheduling are key when running a successful fundraiser. The average math-a-thon is between 1 and 3 weeks long. There are variables you need to consider.

- **The dates for each math-a-thon event**
- **How many kids might take part and how long to give them to find pledges**
- **How many events you’ll host and how they’ll fit in your timeline**
- **When to host a live final event and rewards ceremony**
- **Teacher moderation availability and scheduling**

It can take up to 8 full weeks to plan, execute and successfully achieve a small-medium sized math-a-thon fundraiser. An inter-school math-a-thon fundraiser would require a longer timeline.

---

TASK!

- **Pick your math-a-thon admin team.**

EXAMPLE TIMELINES

- **A school runs a 1-day math-a-thon, with a specific event date. Students gather to answer as many questions as they can in the allotted time period.**

- **A school runs a 10-day math-a-thon, with daily challenges. Each day, students complete a workbook in the allotted time period. Progress is tallied at the end of each day.**
Cause Promotion

A birds-eye view of your cause and how to rally people to participate

Whether your sports team needs new uniforms, or your school is banding together to raise money for a charity you care about – cause promotion is a critical part of your fundraising process.

It’s a good idea to start promoting your cause as soon as possible, to get students interested in registering for your math-a-thon. You want as many registered participants as possible.

On the print side, focus on school posters and daily announcements to raise awareness. You can also promote the math-a-thon and cause during school assemblies or after school events.

Once your RallyUp page is created, you’ll have access to a host of promotional tools – like email templates, text-to-pledge options, and sharing a single link to direct people to your pledge page.

This will help you simplify the registration and collection of pledge donations during your campaign.

Goal Setting

Setting your math-a-thon fundraising goal and exceeding it

The main reason you’re running a math-a-thon is to raise money, so goals must be set. Discuss with your admin team what your ideal fundraising target should be, then integrate it into your plans.

If, for example, your overall fundraising goal is to collect $5,000.00, and you have 5 participating classes – each class could be assigned a $1,000.00 fundraising goal.

Be sure to attach prizes to your fundraising goals, so students are motivated to achieve and exceed their targets. The goal is always to raise more than what you’ve set!

Students, parents, and teachers can track and monitor fundraising goal progress throughout the math-a-thon directly on your RallyUp page, or on their unique fundraising pages.

You’ll be able to set up leaderboards that update in real time according to pledges received, and show which teams or individuals are winning according to the parameters you’ve set.
Event Showcase

Host a math-a-thon semi-final and final event at your school

If your team wants to host a big math-a-thon event at the end of your fundraiser, it could mean a higher goal achieved once your event is done.

A math-a-thon showcase involves getting students through qualifying rounds, then having them compete in a live event at the very end. Teams can also go head to head at the event.

A math-a-thon semi-final and final is a great way to get parents and other donors involved. Your team can print the codes for your 'text-to-pledge' promotion and display them at the event.

Additional live donations will be collected on the day. It's also a nice roundup for your awards ceremony, where prizes can be handed out to winners.

Prize Selection

Choose math-a-thon prizes and student awards

Prizes are motivators, so choose yours wisely! It's good practice to reward every student who participates, even if they're not big winners at the end.

This encourages them to take part in more activities and gives them an incentive for raising money for a good cause. It also keeps them focused on practicing math.

You should consider reaching out to corporate sponsors to donate prizes to your math-a-thon, so your students and student teams get rewarded for their efforts.

You should also have a variety of fundraising goals and math achievement goals that are rewarded on prize-giving day. That way, the better a student does, the more rewards they get!

- Most funds raised by an individual in the class
- Top 5 classrooms by amount raised
- A math-a-thon participation certificate for all entrants
- Top 10 students who raised the most money
- A list of students who achieved their individual goal (say, to raise $75.00)
- The classroom that had the most registered students
- The team who solved the most math problems
- The reigning champion of the math-a-thon (class and individual)
Pledge Collection

*Best practices for tracking results, leaderboards and collecting pledges*

Pledge collection means your students will ask friends, family and public donors to sponsor them for a flat dollar amount, or per-math problem that they solve.

The more math problems they solve, the more money they raise!

On RallyUp, pledges are direct and easy. A donor pledges a set amount or a per-unit amount on the online fundraising platform. They add their details and give permission to collect the funds automatically when the fundraiser is over and the results have been tallied.

At any time, donors can check out your pledge page to check on the progress of the math-a-thon. Leaderboards will reflect who is winning, and how much has been raised during your fundraiser.

At the big finale, or once your math-a-thon is done, all you have to do is add in the results and RallyUp automatically collects the funds from your donors. Easy!

**TASK!**

- Create a plan to help students promote their fundraising pages and collect pledges from their families and friends.
# PHASE 1

## Tasks

<table>
<thead>
<tr>
<th>MATH-A-THON TASKS</th>
<th>ADMIN MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅ Pick your admin team</td>
<td></td>
</tr>
<tr>
<td>✅ Plot your math-a-thon fundraising timeline</td>
<td></td>
</tr>
<tr>
<td>✅ Decide on participation parameters and materials</td>
<td></td>
</tr>
<tr>
<td>✅ Create a parent information email</td>
<td></td>
</tr>
<tr>
<td>✅ Create a fundraisers permission form</td>
<td></td>
</tr>
<tr>
<td>✅ Research and choose your math tests and challenges</td>
<td></td>
</tr>
<tr>
<td>✅ Outline your cause promotion strategy</td>
<td></td>
</tr>
<tr>
<td>✅ Set achievable fundraising goals</td>
<td></td>
</tr>
<tr>
<td>✅ Optionally host a final event showcase</td>
<td></td>
</tr>
<tr>
<td>✅ Organize fun prizes and rewards for students</td>
<td></td>
</tr>
<tr>
<td>✅ Reach out to corporate sponsors</td>
<td></td>
</tr>
<tr>
<td>✅ Create a plan to help students promote the fundraiser</td>
<td></td>
</tr>
<tr>
<td>✅ Educate your students about RallyUp</td>
<td></td>
</tr>
</tbody>
</table>
PHASE 2

Getting started on RallyUp

Step One

Create your RallyUp math-a-thon fundraiser

☐ Register your school using RallyUp’s simple registration process. Register here

☐ Create an A-thon fundraiser and give it a title. Add event details, images, and a brief description.

☐ Customize your fundraiser using the step-by-step setup menu and make sure to select that multiple participants will be completing and logging activity.

☐ Create an activity called “Math-a-thon Test” and use “Problems Completed” for the units of activity.

☐ Enable teams on your fundraiser if you’ll be offering prizes for classrooms as well as students. You can customize the terminology for participants and teams.

☐ Choose “Public” registration to allow parents to register their children individually or “Private” registration if you’ll be uploading students yourself. Learn more

☐ Add prizes based on the categories and levels that you want to offer to your students and classrooms.

☐ Customize the Student Center, where parents can register their children and view fundraising leaderboards and important information. Learn more

☐ Upload and/or add any classrooms or participants who will be participating in the fundraiser if you have chosen private registration. Learn more

☐ When you are ready to start promoting your Math-a-thon fundraiser, hit the “Publish” button.

Step Two

Promote your fundraiser and collect pledges

☐ Review RallyUp’s guide to Strategies for Promoting Your Fundraiser for tips and best practices for sharing and promoting your fundraiser.

☐ Encourage students to collect pledges from friends and family by sharing the link to the fundraiser or the link to their unique fundraising page.
PHASE 2

Getting started on RallyUp

Step Three

Finalize your fundraiser

☐ At the end of your fundraiser, make sure all results are tallied and entered in RallyUp. Learn more

☐ Once all activity results have been uploaded to your fundraiser, click the “Finalize” button on your Enter Activity Results page. The platform will automatically calculate and charge donors for their pledges. Learn more

Congratulations on hosting a successful Math-a-thon fundraiser!