

PROMISETHON

Character * Leadership * Giving

Pilot Program in the midst of Covid-19

Our new Character and Leadership program utilizes PromiseThon as a Pilot Program this Fall (2021) to help students acclimate to a new environment where Covid-19 has so drastically changed how we interact with each other. With all the uncertainty, we want to be able to provide our students with the PROMISE of better days to come. And show them how they can come together to make a difference in the lives of people who face challenges and struggles every day.

There is no upfront cost or risk with the PromiseThon Leadership Program. We realize that asking parents to pay a participation fee at this time, when so many people have lost their jobs, undermines our core value of inclusion. We have always been happy to offer scholarships with our Outdoor Education and STEM programs to families undergoing financial hardships, but our non-profit has been severely impacted due to the school closures. With your support of PromiseThon, YOU can help us get through this difficult time while we continue to instill critical CHARACTER and LEADERSHIP values in your students' lives.

PromiseThon Curriculum

Our curriculum includes lessons for grades Pre-Kindergarten through 8th Grade. Through Leadership Challenges, Journaling and Teamwork, students will learn important Character Traits such as: **Perseverance, Respect, Optimism, Mindfulness, Integrity, Service and Empowerment** (which creates the acronym **PROMISE**).

We provide you with all the materials and guidance to ensure successful outcomes.

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.

Celebration

PromiseThon utilizes a crowd sourcing platform that focuses on Character and Leadership. By committing to the PromiseThon for your fall character/leadership program, your students will be rewarded with an amazing Adventure Field Day later in the school year that will already be funded with PromiseThon proceeds.





Frequently Asked Questions

ADMINISTRATORS • TEACHERS • PTO/PTA

What is PromiseThon

The PromiseThon is a 10-day character education event for schools that focuses on the value of teamwork and empowering our students while raising much-needed funds through crowd sourcing.

How we are different:

- Vehicle For Change has over 20 years experience in Character Education & Fundraising;
- No selling unhealthy products or overpriced wrapping paper, candles, magazines etc. that no one really wants or needs;
- 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.

What is included:

Comprehensive Character Education Program

- 2-week Character Education Curriculum for PK - 8
- Simple & Engaging Lesson Plans;
- My Promise Keeper journal 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 all teachers in the school for the 2-week character event;
- 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, sliming, pie in the face, kiss a Pig, etc.;



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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 Promise Contract (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.

The other option is to earn extra tickets by sharing emails or mobile phone numbers. With this feature, our system sends the fundraising message to all the people on the list on behalf of the student.

Either way, the potential donor/sponsor receives a message with a direct link to that student's fundraising page. The can choose to donate a flat rate or pledge as little as \$0.25 per promise kept.

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

Student Responsibility

During the 2-week PROMISETHON, 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 journal to track all their Awesomeness. They also



SHARE FEATURE OF THE WEBSITE

The screenshot shows the 'SHARE FEATURE OF THE WEBSITE' interface. At the top, there's a navigation bar with 'PROMISETHON' and links for 'BACK TO HIGHLANDS', 'MY CLASSROOM', 'MY GOALS', and 'MY'. Below this is a heading 'Help Spread the Word' with the sub-heading 'Share our fundraiser with friends and family'. A short paragraph explains that users can help the school by sharing the page. There are four social sharing options: Facebook, Twitter, Email, and Text. Below these is a note that the message will auto-populate and can be modified. A 'Message example' section shows a pre-written message about a student named Josie. Another section titled 'Earn 20 extra TICKETS!' offers to share 10 contacts for 2 tickets each. At the bottom, there are input fields for 'Your Name', 'Your email', and a pre-populated message, followed by fields for 'Enter EMAILS' and 'Enter MOBILE phone numbers', and a 'Submit' button.



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Flip-It Reversible Wristband



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 it’s 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.

For example:

The school morning announcements will state the Character Challenge of the day.

“Today our word is **RESPECT**. Here are just a few ways you can show respect to others:

(have kids read the ways to show respect and even give examples of promises)

Treat other people the way you want to be treated.

Be courteous and polite.

Listen to what other people have to say.

Don’t insult people, or make fun of them, or call them names.

Don’t bully or pick on others.

Don’t judge people before you get to know them.

Character Challenges
Our students (and teachers) will be focusing on learning how important it is to keep our promises. Below are some examples of promises made and kept.

P	R	O	M	I	S	E
PERSEVERANCE	RESPECT	OPTIMISM	MINDFULNESS	INTEGRITY	SERVICE	EMPOWERMENT
<p>Perseverance Don't give up even if it's hard. "I have registered for the half marathon and am training everyday to meet my goal."</p>		<p>Respect Be considerate & kind. "I sat with Robbie who is new this year and introduced him to my friends."</p>		<p>Optimism Look on the bright side & be grateful. "I made a gratitude list to remind myself how lucky I am."</p>		

Take out your PROMISE KEEPER and write down a promise you can keep today that shows respect.”

If teachers want to spend less time on tracking promises,

We can provide your teachers with a list of actionable promises that everyone can accomplish, such as:

Respect: Sit with someone new at lunch (this shows respect by getting to know someone that is not in our group); Optimism: Hug 2 teachers today and say thank you; Mindfulness: Do something nice for someone today and expect nothing in return.

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

Parents have a say in their child’s promises. Although we have many suggestions like: 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.

Parents can customize this to their needs and child’s wellbeing. They can add promises on their web page to show sponsors how they are doing (this is optional). Or record it in their Promise Keeper as homework.



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Incentives

Incentives are group activities throughout the week. We have a long list of fun activities such as: duct taping the principal to the wall (all students with x amount of tickets gets a piece of tape), whipped cream pie in the face (front row seats - and x amount of tickets get to pull the random lever), Silly Stringing the teachers (x amount of tickets gets a can of silly string) etc. These activities can take place during recess/lunch time.

Kids love these things to happen to an admin and/or fun teacher in the school.

Other prizes include typical fundraiser prizes based on levels and grab bag raffles. We have many suggestions, and can customize to your preferences.

Results

Character

A typical school of 500 students makes and keeps over 10,000 Promises. That's a lot of positive energy happening in your school over the 2-week period. Administrators and teachers will notice and feel the positive change and will want to keep it going all year.

Service Oriented

A important aspect of the PromiseThon Leadership program is to involve students in researching and choosing a charity within their community (or one with broader reach) that is in need of their support. Getting involved in the selection process will empower students by giving them the responsibility and opportunity to affect the lives of others and engage their compassion and connection to the larger community.

Celebrations

We provide a Free Field Day or Community Event to celebrate your student's efforts. This can include inflatables, team games, treats etc. The activities provided to your school are based on the amount of money raised. The more money raised the bigger and better the Party!

Your teachers will love and appreciate you even more for all the Gift Cards and perks for the two weeks of teacher appreciation.

To get started:

Call Wes Foster at: 877-841-1110 / mobile: 614-348-8869

Email: wes@vehicle4change.org

Challenge #2: Choose a Charity Partner

MY PROMISES		5 PROMISE POINTS
<input type="checkbox"/>	I RESEARCHED 5 charities.	
<input type="checkbox"/>	I HELPED my team make a charity nomination.	
<input type="checkbox"/>	I WROTE 3 reasons why I chose this charity.	
<input type="checkbox"/>	I VOTED for my favorite charity.	
<input type="checkbox"/>	I contacted family & friends to ask for support.	
Teacher / Parent Signature		

Example from 4th - 8th grade journal.