

St. Laurence

2019 Case Study

Thank you for your commitment to Steps for Students! We want all of our Catholic schools to have a successful Steps campaign! Use this case study to help inspire your school to become a STEPS success story.

Who led your Steps efforts?

- Our Advancement Office (two staff members) partnered with the PTO fundraising Chairs (two parent volunteers) to spearhead our efforts.



What was your timeline leading up to the event?

- We did a kick-off for registration on our Fall Conference Day, the last Friday of October. We encouraged families to register at our open computer lab. Children who had registered were allowed to wear a Halloween t-shirt on October 31st.
- In January, we posted weekly updates on our school bulletin board and in the parent newsletter about our progress and class competitions
- The night before the race, PTO hosted "Grace Before the Race" spaghetti dinner fundraiser.
- After the race, we picked a Friday mass day where all registered students could wear their Steps shirt to mass. This helped close out the event and gave us an opportunity to thank our supporters



How did you promote the event? Did you create a video?

- Promoting the weekly e-newsletter, flyers in student folders, social media, and morning announcements, helped to create competition between classes.
- Our priest Fr. Truong Son made a video, shown on morning announcements and shared on social media, inviting students to participate in Steps!



St. Laurence

2019 Case Study

Contact Information:

Marisa Vela, Director of Advancement

Phone: 281.980.0500 Email: mvela@stlaurence.org

Did you focus more on team building or on fundraising?

- We focused more on team building. Our school families enjoy being a part of the team, especially to get the t-shirt!



What incentives were provided to encourage participation?



- For registration, students who registered at Fall Conference Day on Oct. 26th could wear a Halloween shirt on October 31st.
- Fundraising incentives offered: Each student who raised \$100 or more received "Saints Socks" to wear on Wednesday Spirit Days; the top fundraising class received a pizza party; and once St. Laurence reached the fundraising goal of \$25,000 the entire school received a pajama day!

Sample Materials

Join Us for Dinner and Saints Family Bonding

ST. LAURENCE CATHOLIC SCHOOL

GRACE BEFORE THE RACE

Come out and enjoy a night of fun and spaghetti to give you energy for the "Steps for Students Run."

WE HOPE YOU CAN JOIN US!

FRIDAY, FEBRUARY 15TH
6:00 P.M.
SLCS GYM

Spaghetti generously donated and lovingly cooked by our Knights of Columbus.



14th Annual Steps for Students
Saturday, February 16, 2019
8:00 AM at the Co-Cathedral of the Sacred Heart

Each student who raises \$100 or more receives "Saints socks" to wear on Wednesday Spirit Days



PIZZA PARTY! The top fundraising class will receive a pizza party!

Once St. Laurence reaches our fundraising goal of \$25,000 the entire school receives a pajama day!



Go to www.steps4students.org and click "Register". Complete registration and select St. Laurence on the final page!

Halfway to Pajama Day!

Teacher	Home-	Money
Ms. Tumbleson	K2	\$1,240.00
Ms. Houde	1B	\$840.00
Mrs. Boudreaux	3C	\$620.00
Mrs. Burgess	2A	\$624.00
Ms. Jonas	5C	\$607.00
Mrs. Evans	K3	\$598.33
Ms. Balone	2C	\$583.00
Mrs. Kolbassa	2B	\$560.33
Ms. Howell	1C	\$550.00
Ms. Jonas	Piek3	\$521.00
Ms. Gunter	6A	\$510.00
Ms. Hickman	4B	\$509.00
Ms. De La Pena	K1	\$490.00
Ms. Dodson	Piek1	\$489.00
Mrs. McLaughlin	5B	\$462.33
Ms. Powell	6B	\$450.00
Ms. Garcia-Pratts	1A	\$421.00
Ms. Newham	3A	\$401.00
Ms. Garcia	6A	\$381.00
Ms. Whitehead	5A	\$340.00
Mrs. Rebollo	3B	\$340.00
Ms. Lagasca	6B	\$330.00
Ms. Connors	Piek2	\$320.00
Ms. Feagin	4A	\$293.00
Mrs. Bregg	4C	\$291.00
Mrs. Lavery	7A	\$250.00
Mr. Bond	6C	\$235.00
Mr. White	7B	\$224.00
Ms. Alexander	7C	\$207.00
Mrs. Kozl	6C	\$184.00
TOTAL:		\$13,855.00

*Class fundraising as of 2/3/19