

Raise Craze Fundraiser

Kickoff: Tuesday, February 17 - National Random Acts of Kindness Day

Length of Fundraiser: 2 weeks, February 17th – March 3rd

What Is Raise Craze?

Raise Craze is a character-based school fundraiser that encourages students to spread kindness in their homes, school, and community while raising money for our school. Instead of selling products, students complete **Acts of Kindness (AOK'S)** and receive donations from family, friends, and community members who support their efforts.

Why Raise Craze?

- Encourages kindness, gratitude, and service
 - Builds a positive, inclusive school culture
 - No product sales or door-to-door fundraising
 - Easy for all families to participate
 - Aligns with social-emotional learning and character education
 - Strengthens school-community connections
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How Raise Craze Works

1. Students Create an Online Profile

Families set up a simple Raise Craze profile for their student.

2. Students Complete Acts of Kindness

Acts may be done at home, school, or in the community (examples include helping others, writing thank-you notes, including classmates, or assisting at home).

3. Supporters Make Donations

Family and friends donate online to support students' kindness efforts.

4. Kindness Is Tracked and Celebrated

Acts of Kindness are logged online and celebrated throughout the fundraiser.

5. Funds Support Our School

All proceeds directly benefit school programs and initiatives. Last year, the funds were raised were split between the many social activities provided to the students such as students dances, Halloween celebrations and field trips to name a few. We also used a large portion of the funds to start some much-needed updates to our bathrooms which we will continue to work on with this year's earnings

Kickoff Day

 **Tuesday, February 17**

National Random Acts of Kindness Day

This day will officially launch Raise Craze and set the tone for a school-wide focus on kindness.

What Makes Raise Craze Different

- Focus is on doing good instead of selling items
 - Meaningful and accessible for all students
 - Reinforces values already taught in classrooms
 - Creates excitement around generosity and service
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How Staff Can Help

Staff support is key to making Raise Craze a success! Staff can help by:

- Talking with students about kindness and helping others
- Encouraging students to share Acts of Kindness they complete
- Allowing brief classroom time to recognize kindness efforts
- Modeling Acts of Kindness for students
- Helping maintain enthusiasm and positivity throughout the fundraiser

Staff participation is supportive and encouraging—no fundraising responsibilities are required. However, there are AOK suggestions that can be performed as a class if teachers want to get involved.

Who Is Involved

- Students and families
 - Teachers and staff
 - School administration
 - Parent Association
 - School community supporters
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How Is The Money Spent

Raise Craze has minimal cost to our organization and we receive a guaranteed profit of 90% of total fund raised. Families will receive a fundraising credit of 30% of total funds raised. Another 30% of the funds raised will be donated directly to the school to go towards on-going bathroom and facility improvements. The remaining funds will be used by the Parent Association to host various social and extracurricular activities. Last year we raised just over \$18,500 and our initial goal was only \$15K. This year we have doubled our initial goal to \$30,000!

Student Rewards

Student rewards are back this year as we want to recognize students for all their hard work. This year there will be a prize for the top earner in each class and a prize for the person who performs the most AOK's. Prizes will be awarded at the conclusion of the fundraiser and will be in the form of a gift card.

Key Takeaway

Raise Craze is more than a fundraiser—it's a school-wide initiative that turns kindness into impact, supporting both our students and our school community.