

“Piggy Banks for PE”

Fundraiser



Soon after Riverview Elementary/Middle School in Buchanan County, VA received tennis equipment from the *Supercharge School Tennis* Task Force, the students said they would like more racquets and nets, so they all could play at the same time. With a small budget and a student population of 860, PE teacher Sarah Boeren needed to figure out how to raise funds in this coal-mining county in southwest Virginia. Her teaching partner, Anthony Church, came up with the idea for a student-based fundraiser that would not only raise funds for additional equipment for tennis and other sports activities, but would teach their students valuable life lessons and create some friendly competition.

For their fundraiser, they designated each day as the following:

- Monday: Penny Day -- bring in a penny for every inch you are tall (ex: 64 inches = 64 pennies)
- Tuesday: Dime Day -- bring in a dime for every year you are old (10 years old = 10 dimes)
- Wednesday: Nickel Day -- bring in a nickel for your shoe size (size 8.5 = 9 nickels)
- Thursday: Quarter Day -- bring in a quarter for each family member in your house (4 family members = 4 quarters)
- Friday: Dollar Day -- bring in \$1.00

The key is **promotion + incentives + competition**.

- Get classroom teachers onboard. They will help promote and count money each day.
- Make and display posters around school
- Remind students every day leading up to the “Piggy Banks for PE” week
- Offer incentives
 - Sarah said she would dump a huge bucket of water on the other PE teacher (Mr. Church) if the fund-raising goal was met (Goal was \$600. They raised almost \$2,000.)
 - Class/grade winners will get to watch a movie and eat popcorn
- Total results each day to determine class leaders and let everyone know who is leading

Follow up

- Have the students make a poster for display in the gym thanking everyone for contributing
- Remind the kids that they made the additional equipment possible when they’re using it