2019
Planning Guide and Soles Walk Q&A
Help your school plan a successful 2019 Soles for Catholic Education Walk!

Saturday, October 19 | 10 a.m.
Mount Mary University
2900 N. Menomonee River Parkway

catholicschoolswalk.org
Before you can plan a successful Soles for Catholic Education Walk at your school, it is important for you to understand its benefits and its potential for your school. The Soles for Catholic Education Walk was started in 2013 as a way for all the Archdiocese of Milwaukee schools to come together in one location and celebrate Catholic education, build community and raise funds that remain at each school.

The Soles Walk is held annually on the 3rd Saturday of October. Various archdiocesan offices, including Events and Special Programs, Schools Marketing, Communication, Development and the Office for Schools take care of all the event details so you can focus on engaging your school community and raising money toward your goals. This guide outlines important steps to help you reach your fundraising goals.

The Soles Walk website, including a customizable web-page for each school, print materials and other marketing resources are just some of the tools provided to each school free of charge to help with your fundraising outreach. The Soles for Catholic Education Walk is a turn-key fundraising campaign that takes minimal work on your part.

As the principal and school Walk captain, it’s essential that you are the Soles Walk’s biggest cheerleader at your school.

Remember, it’s a win-win-win for everyone involved!

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1. Set a goal that motivates your students, parents and parish members.

Set a monetary goal, but also list one or more specific items you plan to purchase with your Soles Walk donations. People are more likely to give to specific items rather than to the general operating fund. Therefore, we encourage you to identify the items you’d like to purchase or the needs you’d like to address, and set a specific goal that your school community can work toward. All items should be classroom items or programs that benefit your students. Examples include:

- Science equipment
- Playground equipment
- Smart boards and/or other technology
- Field trips
- LEGO education materials
- Library books
- Co-curricular activities
- Angel fund/scholarships
- Reduction of tuition for all students

List items in priority order, detail the cost of each item and explain how the item will be used.
Communicate and publicize your goal:

- Communicate your goal **frequently and in a variety of places:**
  - Parent newsletters
  - Church bulletins
  - Signs, flyers, posters at your school and parish
  - Verbal announcements at meetings
  - Social media
- Remember the **Rule of 7** - the marketing principle that states someone needs to see something at least 7 times before they actually notice it and start to take action.
- Keep your school and parish community informed as progress is made toward your goal.

Reinforce to parents and parish members that all donations raised by your school’s Walk team will be used at your own school. Many individuals have the perception that donations raised are given to places other than your school.

Update and utilize the Soles Walk website at catholicSchoolswalk.org.

Update your school’s landing/home page at catholicSchoolswalk.org with the following information:

- This year’s Soles Walk date and time, October 19, 2019 at 10 a.m.
- 7th annual
- Your 2019 school goal
- Pictures from last year’s Soles Walk

Send an email to previous year’s Walk participants asking them to register and/or donate. Yes, you can do this right from your participant center.

Visit the “Walk Team Captain Info” page on the website. A link to this page is found under the Event Info tab on top of the home page of the website. The Team Captain info page includes up-to-date Walk information, and many marketing pieces for you to download, edit and use to market the Walk to your school families. A few items found on this page include:

- Soles Walk logos
- Marketing flyers that you can customize for your school
- Bulletin announcements customizable for your school
- Social media posts
Recruit someone to man a booth promoting the Soles Walk at your parish's summer festival or other community event. At your Soles Walk booth:

- Sell cut-out paper footprints or shoes and make a trail of footprints or shoes leading towards your goal
- Display your school's goal clearly so people know what they're donating towards
- Set out a jar to collect donations
- Have a sign-up-sheet or computer available to recruit walkers

Back-to-school open house ideas include:

- Before the open house, have the principal and/or pastor write a letter explaining the importance of the Walk. Include that letter with other back-to-school information sent to school families
- Be sure computers are available for online registrations
- Display posters in multiple places around school

Set up a table with:
- Walk video playing
- Your goal clearly visible
- Brochures, donation envelopes, etc. available for parents

Set class or grade competitions to help generate registrations and donations.

Be creative and have fun. Some ideas include:

- Penny wars
- Principal / Priest challenges
- Wear your Sole Walk t-shirt to school days
- Find another school/parish to challenge to a competition

Join the Facebook Group Soles for Catholic Education Walk Captain / Principal Group.

After joining this private Facebook group, you'll be able to:

- Ask questions and get answers to your Soles Walk questions
- Share success stories and ideas that are working at your school
- Receive feedback from other walk captains about new ideas being planned at your school
What is the date, place and time of the 7th Annual Soles Walk?

Saturday, October 19, 2019
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8:30 a.m. – Onsite registration begins
9:40 a.m. – Warm-up
9:50 a.m. – Awards and Opening Prayer
10 a.m. – Walk begins
10 a.m. to Noon – Refreshments, music and children’s activities

Do I need the Soles Walk website user ID and password of last year’s Soles Walk captain in order to start this year’s school team?
No, the first person to register to walk will be asked if they want to “Bring Back” the team from last year. Registrants will be asked if they want to be the team captain. After one person has checked the box agreeing to be the team’s captain, this question will no longer be asked to walk registrants for your school’s team.

What if I want our school to have more than one Soles Walk captain?
Our recommendation is to register a team member named “Your School’s Name” (first name) “Soles Walk Captain” (last name).
i.e.: St Leo’s Soles Walk Captain

Two or three individuals can then be given the user ID and password for your Soles Walk account. This will allow more than one individual to enter cash/check donations, run reports, edit your school’s home page etc.

You can also create a gmail account with this same name, stleosoleswalkcaptain@gmail.com, and use this email address when you register.
your walk captain. By having one email account solely for this purpose it makes the transition easier year to year. In addition, you can have multiple individuals monitoring this email.

**When can people begin to register for the 2019 Soles Walk?**
Registration is now open for the 2019 Soles Walk. Register at catholicschoolswalk.org.

**How do walkers register?**
Register online at catholicschoolswalk.org. It is each school’s decision whether or not to accept paper registration forms. Paper registration forms and donation envelopes are free to you and available to order by July 9 for delivery to your school in August.

**In June, watch for an email from Marcy Stone for a link to order your free Soles Walk print materials.**
All paper registration forms need to be entered on the Walk website by the end of the day on September 25. No additional paper registration forms can be accepted after that date.

**When does the free registration period end for 2019?**
There is no registration fee for those individuals who register on or before September 25, 2019.

A $10 registration fee per person will be charged from September 26 through October 19.

**Who should checks be made out to?**
All cash and check donations remain at your school. Check donations should be made out directly to your school. You don’t need to turn in your cash or check donations to the archdiocese, but we do ask you enter them online at catholicschoolswalk.org, so our Walk thermometer is up-to-date.

**Can walkers register the day of the Walk?**
Yes, registration begins at 8:30 a.m. on the west side of Mount Mary’s campus. There is a $10 per person registration fee the day of the event. We cannot guarantee t-shirts to those who register on Walk day.

**When will the walkers from my school receive their t-shirt?**
Your school will receive Walk t-shirts during the week of October 14 for those walkers who registered for your school team by September 25. Please distribute the t-shirts prior to the Walk. Those walkers who register after September 25 should go to the pre-registration tent at Mount Mary on Walk day to get their t-shirt. T-shirts for those individuals who register
after October 8 will be available on a first-come, first-serve basis.

Where should I park?  
Car parking is available on the northwest lawn of Mount Mary University’s campus off of Burleigh Street. Bus parking is located in the east parking lot of Mount Mary’s campus. Enter from 92nd Street. Secondary parking will be available in the east parking lot of St. Joseph Parish and School, 12130 W. Center Street in Wauwatosa, at the corner of N. Park Street (120th Street) and Center Road. There will be a shuttle service provided by Go Riteway Transportation to take families to Mount Mary between 8:00 - 10 a.m. The shuttle will then pick up participants from Mount Mary between 11:30 a.m. - 1 p.m. and return to St. Joseph Parish and School. Thank you to St. Joe’s for allowing us to use your parking lot.

What is “Stuff the Bus”?  
We are collecting gently-used shoes for distribution to the Society of St. Vincent de Paul. Shoe donations will go to people who need shoes for interviews, work, school, and everyday use. We once again challenge you to help those in need and “Stuff the Bus!” On Walk day, we will have volunteers help you unload your school’s shoe donations, as well as a bus and St. Vincent de Paul truck onsite to make it easy to drop off your donations.

When does my school get the check for credit card donations made online at catholicschoolswalk.org?  
Checks for online credit card donations will be sent to the schools in January 2020.

Are fees deducted from credit card donations?  
We were happy in 2018 to send schools checks for the entire amount of their online credit card donations. Due to the success of the long sleeve t-shirt sales, and fees from individuals who registered after the September 25 free registration deadline, we were able to cover the cost of the processing fees charged by the credit card and web hosting companies.

We can’t guarantee that this will happen again in 2019, but we hope it will. Please remember, processing fees charged to us by the credit card and web hosting companies would be the only amount we would deduct from your credit card donations.

Who do I contact to get answers to my Soles Walk questions?  
Contact Marcy Stone at stonem@archmil.org or 414-769-3507.