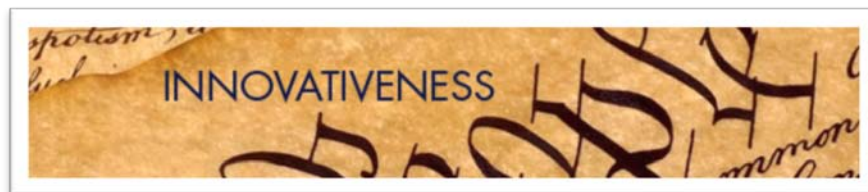


PLI Curriculum Idea Exchange

BALTO Week (Bring A Light To Others)

Edmond North High School Student Council Students

Advisor – Brian Hunter, brian.hunter@edmondschools.net



The following strategies were used by the Edmond North Student Council to raise \$193,224 in one week in early February 2009 for the Oklahoma Brain Tumor Foundation. The week of fundraising is called BALTO Week – Bring A Light To Others.

LOGISTICS

- Set a big, but realistic goal. Our goal was \$134,170.
- Make plans 6-8 months in advance and have a time line.
- Video the week and show a recap video at the final assembly.
- Provide tax refund forms.
- BALTO is a tradition at our school. The student council has to sacrifice their lives during this week. BALTO is what we live for. Live at school, doing things for BALTO, counting money, running events. Everybody needs to be aware of who is chairing what so they can get on it pronto. BALTO should be all year. It's not just one week.
- Pick a charity people will care about. We chose the Oklahoma Brain Tumor Foundation for many reasons, but one was because it was local and we could have their administrators and their recipients at our events.

EVENTS

- Get school involvement and excitement with fun assemblies everyday with different themes. The five assemblies are a key motivation for the student body. Charge money for assemblies. Each assembly has mini-fundraisers in it. Opening assembly is learning about the charity, etc. People who pay get to sit on the floor. Sell \$10 wristbands the week before to get a pass to all five assemblies. The assemblies are \$3 per except the final assembly where the amount of money raised is announced.
- Have different events every night of the week. Charge for events. Our events included: 5K run (raised \$6,000), date auction (raised \$8,000), black light dance, Northstock (battle of the bands), carnival, dodge ball/volleyball, 3 on 3 basketball tournament (\$25/team), food nights (lots and lots of puppy chow), BALTO Candidates have buckets around town, Brain Tumor Foundation representatives speak, talent show, cheer and pom clinic. Find events that would be fun for people of all ages and publicize the event throughout the community, especially the ones everyone can



participate in, 5K Run, Carnival, etc. For the food nights, ask restaurants to donate a percentage to fundraiser, one every night. At the Carnival, there are about thirty booths.

PEOPLE

- Have BALTO candidates (50 students selected by application to serve) who raise money on their own and try to meet a personal goal. Choose reliable responsible candidates by interview process. Students who apply are hand-picked to raise money for our cause. Candidate money is extremely important. They raised 70% of our money. The BALTO candidates are BALTO. They talk to the community and raise a lot of money. Candidates need to make a BALTO letter, describing what BALTO is and the purpose of our fundraiser. Then the candidates send the letters to literally everyone in Edmond. These candidates should be very motivational and have a high school spirit. They also have to be willing to give up a lot of free time. Have candidates dress up to draw attention and sell candy, cookies and goodies all week.
- Make sure you get as much of the student body involved as possible. Elementary schools came to our carnival. The carnival booths were run by BALTO candidates. Pre-select partners for each event (begin in October or November)
- Designate people in student council and BALTO candidates to help run and organize each event. Distribute the work load – different events should have co-chairs with different people.
- Take advantage of any special connections anyone has.
- Find a great treasurer – they count all the money.
- Involve teachers, use as messengers to students.

AWARENESS

- Make sure the school is informed through the Stu-Co leaders and through announcements.
- BALTO candidates send out donation letters to everyone in October.
- Use different clubs to help and get the word out – ex. AA Club – Decorate the school.
- Build student awareness through good advertising – t-shirts, decorations, website (www.baltoweek.org), etc.
- Have the Stu-Co decorate the entire school based on the theme. This year the theme was Hollywood. Last year the theme was Monopoly.

MISC. MONEY RAISING

- We do dares for money.
- Get elementary schools & middle schools involved selling t-shirts & food.
- Sell food and drinks during lunch.
- Secure corporate sponsors for any event(s) or just general sponsor.
- Envelopes to every teacher, daily donation from a certain period.
- Be creative. Create new ways to earn money such as lick the floor for money.
- Play music in the cafeteria & have people pay to play music they want to hear.
- Get lots of sponsors. We secured 10 major sponsors.
- Sell candy during the week.