

# Frequently Asked Questions



## What is the Apex Leadership Co. program and why did we partner with them?

Apex is a local organization that provides a two-week interactive student leadership program that encourages development of leadership habits and good character, combined with a fitness-focused event fundraiser. All students are included in the leadership program and fitness event regardless of financial participation in the fundraiser.

Raising necessary funds requires a surprising amount of time and expertise. Apex comes alongside your school community with an all-inclusive program that not only brings in more proceeds than other fundraisers, but also uplifts the staff, inspires the students, and brings your community together for a fun celebration.

## What is Apex doing during the two weeks of the fundraiser?

Apex team members are positive role models on campus who build connections with students and support teachers in building student leaders. This support spans from daily leadership lessons to fun interactions at recess to overall serving of the school. Apex also manages all fundraising activities and encourages school support through inclusive activity-based celebrations of progress.

## How do I know what Apex is teaching my student? Is it all about money?

The Apex Leadership curriculum is new each year and empowers students to grow as leaders by focusing on personal responsibility, empathy, goal-setting, and resilience. Through quick, high-energy lessons, students learn how to lead by example, understand others, work through challenges, and bring out the best in themselves and their peers. Each lesson builds critical interpersonal skills that align with our school's vision of cultivating a positive, inclusive, and achievement-focused community. While fundraising progress is briefly celebrated, Apex believes that focusing on leadership and character, rather than dollars, is more meaningful, more fun, and most supportive of the school.

## Why are we doing a student-based fundraiser?

We believe that fundraising can be a great opportunity for students to learn and practice advocacy. Advocating for oneself and important causes is an integral part of becoming a successful adult. Apex makes it easy and safe for students to participate, in addition to all the fun they facilitate for the students along the way. When

included in the efforts, students show great pride in the impact they make by calling sponsors to request pledges and by participating in their fitness event!

## What are we raising money for?

Our goal is to provide our students with the best education and school experience possible and ensure they have the tools they need to learn and grow. Your donations will go toward **Campus Enrichment, Teacher Grants and Student Field Trips.**

## How can families support our school through the Apex Purple Sage Rider Run Event?

Your student will come home with a VIP Access Badge with a unique QR code. Scan the QR code to go to their personal pledging page. From your student's personal pledging page, click **Enter Pledge** and/or **Share** to invite 5-10 family and friends to sponsor as well.

## What is a "Per lap Pledge" and how can I estimate how much I will be donating?

Sponsors can make a flat donation or pledge a dollar amount per lap your student completes at the Glow Run. Students will complete between 22-42 laps at the Glow Run, with the max being capped at 42. Therefore, a \$1/lap pledge would total \$22-\$42, depending on the number of laps recorded.

**Pre-K Students:** Flat Donations are best for Pre-K students as event results are not typically recorded for this age. If a per lap pledge is made, a default of 42 laps will be entered for your student, unless otherwise requested by parents, so their donor pledges are not lost.

**Absent or Injured Students:** For absent or injured students, a default of 42 laps will be entered for your student, unless otherwise requested by parents, so their donor pledges are not lost.

## Why does Apex give students individual prizes/rewards?

While students often jump at the chance to help their school, many are motivated extrinsically, just like adults. However, research shows that extrinsic rewards can help to build intrinsic motivation, which is why Apex intentionally calls individual prizes "Thank You Gifts." We want kids to feel recognized for the effort they give to share their donation pages with family and friends. There are several ways for students to participate and earn prizes that do not include parents donating money.

**Class-wide Prizes:** While individual prizes are available, they are not emphasized by the Apex Team and they are

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distributed discreetly outside the classroom. What IS emphasized is the all-inclusive rewards that classes can earn by logging in to their pledging page, sharing their donation link with family and friends, and gathering pledges. These class rewards are generally activity-based and always include everyone in the class, regardless of financial participation.

## How are prizes earned?

**Class Prizes:** Each homeroom is given an Apex Classroom Poster with Class Rewards listed at different intervals of progress *as a class*. Teachers choose which class activities they would like at each level based on what they think would be appropriate and motivating for their students. As the class makes progress as a whole, it unlocks different rewards and celebratory activities.

**Individual Prizes/Thank You Gifts:** Individual Thank You Gifts are earned based on each student's total dollar amount pledged per lap. For example, there is a prize for receiving a pledge of \$1 per lap, another prize for reaching \$2 per lap in pledges, etc.

Flat donations count towards rewards as well! A \$32 flat donation is equivalent to a \$1 per lap pledge, as 32 is the average amount of laps students complete at their fitness event.

See example chart:

Flat Donation Amount	=	\$/lap Pledge
\$42	=	\$1/lap
\$105	=	\$2.50/lap

For top thank you gifts (\$30 & \$50 per lap), students will need to complete at least 22 laps and have all pledges collected before being awarded those gifts.

## Why aren't the prizes equivalent in value to the donations needed to earn them?

Thank you Gifts, or individual prizes, are a *token* of gratitude to recognize the students' effort of inviting sponsors to contribute to the school fundraiser. Thank You Gifts are not intended to be an efficient way to obtain toys or gear. Schools hire Apex to raise much-needed funds, so in fulfilling that mission, Apex cannot spend all raised funds on gifts or prizes.

## What if we can't participate financially?

If you are able to financially contribute, please know that no donation is too small. That being said, we know not every family can donate, so there are other ways to help support our school. You can help your student log into

their pledge page with the QR code on their VIP Access Badge. Please also consider allowing your students to invite family and friends to sponsor them in their Glow Run!

**For ALL students:** Regardless of financial participation, EVERY STUDENT receives daily leadership lesson wristbands, as well as an event day wearable. They also participate completely in the leadership program, receive class and school-wide rewards, and of course, participate in the Apex Glow Run event!

## My child didn't receive an access code.

Access codes can be found on VIP Badge your child received on the first day of the Apex program. If your child did not receive a VIP Badge or the sticker is missing, please check with your child's teacher as they have a list of access codes for their class.

## Can sponsors pay for pledges online?

Yes! Donors will be prompted to pay for all pledges online, including per lap pledges. Flat donations will be charged right away, and if sponsors pledge a dollar amount per lap, their credit card is charged AFTER the fitness event, when the appropriate number of laps is entered for each student.

## I don't have access to the Internet. Can I still make a donation?

Yes! Families can send their check/cash donation into the school any time before the Glow Run. Please make sure to include your child's name and teacher's name so they receive credit for the donation. All checks should be made out to **Purple Sage Elementary PTA**.

## What happens to my student's pledges if they miss the Apex Glow Run event?

If any student is absent, sick or hurt, they will receive an automatic 42 laps in the Apex system, unless otherwise requested by parents, so their donor pledges are not lost.