

Pennies Pointers



For Middle Schools

make
change,
beat
cancer.

Meet Riley

Pennies Honored Hero



Hi, my name is Riley. I am 12 years old and I am from Omro, WI. I was diagnosed with Burkitt's Lymphoma on January 21, 2010. I had 10 weekly doses of chemotherapy and I am currently in remission.

My hobbies include playing golf, riding my bike, playing video games, and playing the guitar. My favorite school subjects are science and band. My role model is Phil Mickelson.

I want to say thank you very much to everyone participating in Pennies for Patients. Support is one of the best medicines!

Read more Honored Hero bios at:
www.schoolandyouth.org/wi/heroes

For Questions Contact:

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Put a Cap on Leukemia –

Designate a day where students can donate \$1 to wear a hat to school.

Make Leukemia Disappear –

Place the word "leukemia" at the entrance to school. Each time your school collects a certain amount, remove one letter. Encourage students to make leukemia disappear.

Principal Prize – Make your school principal the prize! Have him/her kiss a pig, shave their head, put on a chicken suit or get slimed if your school reaches its goal. Have fun and be respectful!

Pennies for Patients Day –

Visit www.schoolandyouth.org/wi for ideas on how to celebrate Lincoln's birthday and his coin on Feb. 12.

Paper Pennies – Sell paper pennies for \$1 before school or during lunch and post them in the hallway or office.

Front of the Line for Leukemia –

Have student donate \$5 for a VIP pass to go to the front of the line at lunch or give the passes out as prizes.

Stuck for a Buck – Students pay \$1 for a piece of duct tape they can use to tape a lucky staff person to a wall.

Penny War – Create a competition between classrooms where Pennies have a positive value and all silver change has a negative value.

Collection Canister Contest –

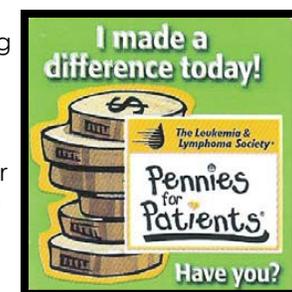
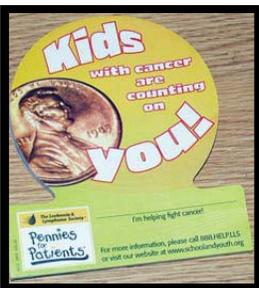
Have each classroom decorate their collection canister. Award the winning classroom a special prize.

Make a Difference Day –

Designate a day where any student who donates \$5 or more gets a sticker and their name is entered into a prize drawing. Contact Brooke for stickers.

Top Teacher – Dress up your top weekly teachers and make a traveling trophy. Offer top teachers rewards like valet parking or an extra free period.

After-School Pennies Party – Hold a \$5 after-school party to benefit Pennies for Patients. Activities could include: open gym, water balloon toss, dancing, concession sales, homework help, penny toss or hope hair salon.



Checklist

Everything You Need to do to Get Organized, Educate & Motivate Your School, Collect & Count Coins, and Celebrate Your Success.

Pennies for Patients make beat change cancer

Get Organized

- Check out our Web site at www.schoolandyouth.org/wi
- Select the dates for your Pennies for Patients campaign (anytime second semester)
- Form a Pennies for Patients committee with faculty and student leaders and plan meeting dates
- Set fundraising and participation goals for your school

Educate Your School

- Get faculty and staff on board
- Get your program on your school calendar
- Send parent flyers home
- Create an ad for your school newsletter or Web site
- Make daily announcements with blood cancer facts and Honored Hero information

- Have students write letters or draw pictures for the Honored Heroes

Motivate Your School

- Hold a Kickoff Assembly
- Display promotional posters
- Try a new creative campaign idea
- Announce ongoing totals and goals

Collect & Count Coins

- Check with your local bank before bringing in your coins
- Set periodic collection dates throughout the campaign
- Have teachers total their classroom's coins or have students do it as a math lesson
- Have your donations converted into a check(s) or money order(s) made payable to LLS and mail to us with your Results Form within 3 weeks of your program's conclusion

Celebrate Your Success

- Recognize the top fundraising classroom, as well as all students and staff who participated
- Organize a check presentation assembly or photo
- Send a news release to local media
- Reward your top fundraising classroom with their Pizza Hut Pizza Party or other applicable prize
- Send us your Pennies for Patients photos so your school can be recognized in our May Penny Times



Print off Pennies Hero bios from www.schoolandyouth.org/wi/heroes for each classroom (or request them from Casey). Classrooms can post the bio, read about the student survivor, raise funds in their honor and write notes to their adoptee.

Pennies Pie Shoppe - Reward the top classrooms with the opportunity to pie their teacher at the end of your campaign. Or, the top grade holds a drawing to pie a pre-selected group of staff.

Chores for Charity - Challenge students to serve others during your Pennies campaign. Some students have shoveled snow, cleaned their house, sold hot chocolate or babysat for optional donations.

Team Up Against Leukemia - Designate a "jersey day" where students wear their favorite team jersey to school. Talk about the importance of working together as a team to reach your school's goal and also to cure cancer.

Pennies PJ Day - Designate a day where students and staff can pay \$1 to wear pajamas to school. **Kickoff Assembly** - Hold an all school assembly to kick off your Pennies program! Casey is available to educate your students about blood cancers, who they affect and how they can make a difference in the lives of others. Go online to download a Speaker Request form at www.schoolandyouth.org/wi/materials

Staff Silent Auction - Organize a Pennies for Patients Silent Auction in the Teacher's Lounge with items donated by staff & local businesses. **Pound of Pennies** - How many pounds of pennies can your class or school collect in one day? Set a goal! A pound of pennies equals approximately \$1.81.

Sundae Surprise - Offer a sundae party to your top three classrooms. The surprise? The students get to choose whether they EAT the sundaes or make their TEACHER A SUNDAE!

Business Bucks - Encourage parents to ask their co-workers to contribute or their company to match the classroom's donation.

Spread the Love - In honor of Valentine's Day, sell "candy for a cure," give out heart stickers to students who contribute or make Valentines for the Honored Heroes.

Music on a Mission - Students donate \$5 to listen to their ipod or MP3 player during lunch.

Rock for a Cure - Hold a talent show open to all students and staff. Charge an admission fee or set up jars for each contestant. The contestant with the most in their jar wins.

