



## Morning announcements

- Good morning students and teachers! I'm excited to announce that this year our school will be hosting a brand new event. An event that will raise money for our school, for Special Olympics, and will be tons of fun! This event involves everyone at the school! Get ready for \_\_\_\_ school's first-ever Unified Bus Pull! That's right, teams within the school will compete to see who can pull a school bus the furthest, the fastest! So start getting those arms warmed up, and stay tuned for more information! Pull the bus and raise funds for us!
- Attention students and teachers! Have you signed up to participate in the Unified Bus Pull yet? If not, what are you waiting for?! Remember, we are raising money for our school and Special Olympics Virginia through this event! Start doing those push-ups and pull-ups - the Bus Pull is right around the corner and we need you to join in on the whole-school fun! Let your P.E. teacher (name) know if you want to participate! Tug some tons and raise some funds!



## Facebook posts

- Introducing the UNIFIED BUS PULL, our first ever tug-of-war competition against a school bus! Tug some tons and raise some funds for @SpecialOlympicsVirginia, and for our school! We keep HALF of all funds we raise. See your P.E. teacher to get signed up, then start warming up those arm muscles! Don't forget to share our school's fundraising page, too: [insert link]. If we reach our goal of \$X Principal [ name ] will dye [his/her] hair blue!
- Have you heard the news? The Unified Bus Pull is coming to [school name] on [date] and you're invited to participate! Through this event, we're raising money for @SpecialOlympicsVirginia and for our school! Please help us reach our goal of raising \$XXX by sharing this link: [insert fundraising page link]

★ Click **HERE** for sample Facebook + Instagram graphics

## Tweets

- Pull the bus, raise funds for us! The Unified Bus Pull is coming to [school name] on [date]. Help us raise \$X for @solympicsva and our school by donating here: [insert fundraising page link]
- Who loves tug-of-war!? Join us as we play tug-of-war against a school bus on [date]. Guaranteed entertainment! Donate now: [insert fundraising page link]



## E-newsletter blurb

- Tug some tons and raise some funds! We're teaming up to support Special Olympics Virginia's Unified Champion Schools movement - an important initiative to promote social inclusion in K-12 schools across the state - by hosting the Unified Bus Pull Fundraiser at [insert school name] on [insert date]. The best part, we get to keep 50% of all funds we raise! Make sure to register your students for this event and share our school's fundraising link for donations. Find all information, including permission slips and letters for parents, here: [insert link].
- Pull the bus, raise funds for us! Join us to support our charity partner, Special Olympics Virginia, in the Inclusion Revolution and help raise money for our school through the Unified Bus Pull! Students will team up to see who can pull a school bus a set distance in the fastest time. Let's see how much we can raise as we gear up for this inaugural event at [insert school name]! For more information click here.



## Example e-mail to parents (introduction)

Dear [school name] Parent,

[School name] is a Unified Champion School. Our focus is on our children's overall well-being and success. We believe that in order for every student to thrive they must be included, respected, and accepted. Social inclusion is a focus of the Special Olympics Unified Champion Schools movement. Social inclusion has the power to decrease bullying, increase school attendance, and create a more positive school environment, where all students have the opportunity to be the best they can be.

In an effort to support this movement statewide, we are fundraising for Special Olympics Virginia by hosting the first-ever Unified Bus Pull on [date]! Your child will have the opportunity to participate on a team in a "tug-of-war" match against a school bus. The team that pulls the school bus, using just a rope, across X feet in the shortest time will win the competition! We also invite you to attend to cheer on your child and other students at this inaugural event!

In addition to raising money for Special Olympics Virginia, our school gets to keep HALF of all the funds we raise! This is called a 50/50 collaborative fundraiser. This is an excellent opportunity to support both an important charity partner and our school's fundraising needs.

Please complete the attached permission slip to let us know that your child will be participating in the event. To make a donation, please visit our fundraising page here: [insert link]. Though all students will get to participate, we do ask that parents, teachers, faculty, and community members support this cause by sharing the donation page with their family and friends!

Our goal is to raise \$X by the date of the Unified Bus Pull. If we do, Principal \_\_\_\_ has promised to dye his hair pink for event day! We will also offer a special surprise for our students if we reach our goal.

Sincerely,

[teacher name]



## Example e-mail to parents (follow-up)

Dear [school name] Parent,

The [school name] Unified Bus Pull will be here in just a few days! If you have not already completed the attached permission slip and returned to [teacher name], please do so by [date]. We hope your child is getting excited for the ultimate tug-of-war match! In addition to the competition, we will also have music, games, and snacks for students to enjoy as they celebrate supporting the Inclusion Revolution at [school name].

Our goal is to raise \$X by event day! We need your support! Funds raised through the Unified Bus Pull will help Special Olympics Virginia continue promoting Unified Champion Schools programs across the state. It will also help our school in reaching our fundraising goals for the year!

Please consider making a donation to support Special Olympics Virginia and our school! You can donate at the link below. Please share this link with family and friends, encouraging support from the community!

[Insert fundraising page link]

Sincerely,

[teacher name]

★ Click **HERE** for e-mail header graphic