

# WHY?

## SEVEN EASY STEPS FOR A SUCCESSFUL MOVE-A-THON

1. Establish a date for your Move-A-Thon.
2. Set a goal for your church.
3. Survey the logistics of your Move-A-Thon.
4. Promotion, promotion, promotion!
5. Communication, communication, communication!
6. Organize a Pre-Move-A-Thon orientation meeting.
7. Follow-up!



general  
youth <sup>SINCE</sup> 1945  
DIVISION



**RESOURCES ARE AVAILABLE AT** [sheavesforchrist.com](http://sheavesforchrist.com) to host a successful Move-A-Thon.

- Move-A-Thon Sponsor Form
- Countdown Video
- SFC Pledge Card
- Promotional Videos
- Campaign Artwork
- Powerpoint Slides

# WHAT IS A **MOVE-A-THON?**

The Move-A-Thon is a simple and effective means of raising funds, and with proper planning it will be a great success. Through a Move-A-Thon, your church can raise hundreds and even thousands for missions in one day. Here are seven easy steps to help you plan a successful program.

---

## **1. Establish a date for your Move-A-Thon.**

It is wise for you to give as much advance notice to potential participants to increase involvement. You can do this by selecting a date, having it published in your church bulletin, and announcing it in services. Feel free to download the SFC PowerPoint template at the GYD site to help theme the Move-A-Thon with the SFC campaign.

## **2. Set a goal for your church.**

You may find it profitable to set three goals. One realistic, one that stretches your people, and one that will take a miracle. Promote the miracle goal and your participants will be motivated to reach it.

## **3. Survey the logistics of your Move-A-Thon.**

We suggest that you conduct your Move-A-Thon in a public or park setting. You may have to obtain a police permit or at least alert the proper authorities to make them aware of your Move-A-Thon. Depending on the type of Move-A-Thon you do, make sure the route is easily accessible and can accommodate check points along the way. This will help participants know how many miles/kilometers they completed along the way and will provide a place for people to drop out and receive credit for the miles/kilometers they completed. After the route has been chosen and check points have been designated, print out a map of the route and make it available for all participants.

## **4. Promotion, promotion, promotion!**

Do everything you can to promote the Move-A-Thon. Encourage your participants to find as many sponsors as they can. Build cohesion in your church by making everybody feel like they can participate in some manner. Maybe some people can make a great Move-A-Thon feast at your church at the conclusion of the event. Some people can come out on the day of your Move-A-Thon simply to cheer people on. The key is to keep this event before your church and to make it connect with your sponsors.

## **5. Communication, communication, communication!**

Make sure that all your Move-A-Thon participants are aware of start and end times, locations, and how and when to turn in pledge monies. We suggest that you do this by e-mail. Your Move-A-Thon participants may need new sponsor cards or may have questions about your event in general. Make sure that you are accessible to deal with any issues that may arise. We have made a series of form letters available at [sheavesforchrist.com](http://sheavesforchrist.com) that you can tailor for your Move-A-Thon event.

## **6. Organize a Pre-Move-A-Thon orientation meeting.**

This is another good time to have prayer for the success of the Move-A-Thon with all your participants. Let it be the final pep rally before you launch into your Move-A-Thon. At this meeting, take enough time to emphasize the importance of collecting all of the funds by a certain prescribed deadline. You can also give out receipt documents for sponsors who would like to categorize their donation as charitable giving on their taxes.

## **7. Follow-up!**

Celebrate the completed Move-A-Thon by expressing your gratitude personally to all of your participants. They need to feel appreciated for their sacrifice and making a contribution to the mission. Encourage all of your participants to send personal handwritten thank you cards to their sponsors. This will engender warmth with your sponsors and tie them in for future Move-A-Thon events.