

THE EVENT TOOLBOX



NO EXPERIENCE? NO PROBLEM.

The Event Toolbox gives you all the resources, templates, timelines, and tips you need to plan, promote, and profit from your school's fundraiser using FundHub. It's designed for DIYers—parent leaders, teachers, and volunteers who want to run a great event.

START

CHOOSE YOUR FUNDRAISER STYLE

Every school is different—customize your event to fit your goals + audience.

- Fun Runs/Color Runs, Read-Athons, Dance-Athons, Fit-Athons and More! We have guides specific to your event type.
- Educational, Health + Wellness, or Holidays – access resources for any event focus and theme!
- Webinars, podcasts + pictures from real schools to see how other PTO/As have planned profitable Athon fundraisers.

✦ *No cookie-cutter fundraisers here. Make it fun, make it yours.*



1

GET SET UP + KICK THINGS OFF

Start strong with the tools that help you organize, plan, and get your team aligned.

- Pre-Kickoff Checklist
- Fundraising Strategy Overview
- Meet Your Coach Guide
- Build Your T.E.A.M. Toolkit
- Parent Registration Tips + shareable video

✦ *You're just getting started, and these resources give you structure, clarity, and confidence.*

PRE-KICKOFF CHECKLIST



FUNDHUB 4 PARENTS

2

PLAN YOUR EVENT LIKE A PRO

No spreadsheets from scratch. No last-minute scrambling. Just plug-and-play planning tools.

- Step-by-Step Coordinator Timeline
- Sample Event Schedules
- Volunteer Coordination Guide
- Track Layout + Flair Tips
- Spotify Playlists for Event Day
- Kick-Off Assembly Script

✦ *Scripts, playlists, schedules — these resources take the guesswork out of event planning*

FUN RUN PLAYLIST

SAMPLE EVENT SCHEDULE

YOUR ALL-IN-ONE DIY GUIDE TO SCHOOL FUNDRAISING SUCCESS

The Event Toolbox is your go-to hub for planning, promoting, and running your school's fundraiser—all in one place. Whether you're organizing a Fun Run, Read-Athon, Dance-Athon, or something totally your own, this collection of 100+ practical tools, templates, and real school examples is built to make fundraising easier (and more profitable)!

3

PROMOTE + GET THE WORD OUT

Boost the visibility of your fundraiser, build excitement, and keep families engaged.

- Social Media Packages with 20+ professionally designed graphics for Fun Runs, Read-Athons, Dance-Athons, Cash Drives, and Glow-in-the-dark themed events!
- Printable templates for classroom posters, donation maps, achievement certificates, and more.
- Pre-Filled + Blank Promo Calendars
- Kick-Off Letter Templates
- Teacher Tips + Class Shout-Outs
- How to Use Facebook to Promote

✦ *You don't need a marketing team—just our completely customizable social media + poster templates!*

EVENT COMING SOON!

CLASSROOM POSTER

4

MOTIVATE WITH REWARDS

Fun incentives keep students engaged and donations flowing.

- Celebration + Reward Ideas (school-wide, class, grade-level, individual)
- Raffle + Bingo Templates
- Student Coupon Rewards

✦ *Learn from real schools and access hundreds of incentive ideas!*

FREE PJAMA OR HIT DAY!

READ MORNING ANNOUNCEMENTS!



5

TRACK DONATIONS + STAY ON BUDGET A PRO

Handle the financial side with tools that make it easy and transparent.

- Event Budget Pie Chart
- Financial Planning Timeline
- Donation Receipt + Thank You Letter
- Adopt-a-Classroom Sponsor Forms + Certificate
- EIN Letter Example for Grants + Major Donors

✦ *A PTO/A Treasurer's dream — all your financial data and planning in one place!*

BUILD YOUR BUDGET



BONUS: ANSWER ANY QUESTION WITH OUR AI-POWERED SEARCH TOOL!

🔍 **MIDDLE SCHOOL INCENTIVE IDEAS**

Unlike younger students, middle schoolers typically respond better to food, experiences, and privileges rather than toys or physical prizes. Here are some effective incentive ideas:

- Food Incentives
- Classroom Treats
- Movie Day
- Phone Friday



READY TO GET STARTED?

ACCESS EVERYTHING IN THE EVENT TOOLBOX WITH YOUR FUNDHUB SUBSCRIPTION!

Take a quick tour of FundHub and see how our mobile-friendly platform—and this entire resource library—can help your school run a fun, effective, and stress-free fundraiser.

You've got this—and we'd love to show you how we can help. 🌟

Click Here!

[SIGN UP FOR A TOUR!](#)