



Black Alumni Summit

Black Alumni Summit Fundraising Challenge: Miles for My Alma Mater

Last updated: April 30, 2019

SUMMARY AND OUTLINE

<p>THE BASICS</p>	<ol style="list-style-type: none"> How do we know which organizations are involved? Individual black alumni associations are asked to commit by June 24, 2019 to be part of the challenge. All participating associations will be announced on July 1, 2019. How can we ensure maximum participation? Associations distribute information about the challenge on social media, newsletters, etc. during the month of July 2019. What’s the maximum number of participants? There is no maximum number of alumni participants. Individuals must sign up with their Black Alumni Associations in order to participate. This will help track miles and dollars raised for each alumni association. What is the criteria of the walking/running challenge? Alumni participants agree to: <ul style="list-style-type: none"> Walk and/or run the number of miles they wish during the month of August. Make a gift on August 31, 2019 equal to the number of the miles they accomplish. Restrictions: No biking, no elliptical machines, no stair steppers. Allowances: Participants can use a treadmill to run or walk. How do we know which school won the challenge? The school with the highest number of financial contributions and list of all participants (and their miles) on August 31, 2019 will be the Challenge Winner. Are there any prizes? The winning school will win two free registrations for the 2020 Black Alumni Summit Conference hosted by Florida State University.
<p>FUNDRAISING PLAN</p>	<ul style="list-style-type: none"> Each participant agrees that for the total miles that he/she runs, he/she will make a gift of that amount to his or her black alumni association. Participants will be expected to make the gift on August 31, 2019.
<p>TRACKING MILES IN THE CHALLENGE</p>	<p>How do individuals prove the number of miles they have walked/run?</p> <ul style="list-style-type: none"> Each participant posts a photo of each walk/run/jog on the Facebook page (Summit of Black Alumni Associations) along with a one-liner status. (For example: “Just finished my run- 30 miles to date!”) Participants also include photos of themselves along with photo that represents their miles; a treadmill reading, an App that measures the miles, or a photo of a FitBit reading are acceptable. Please note that Participants should not be counting all the steps taken in a day; the miles should be fitness-oriented.
<p>ADDITIONAL DETAILS</p>	<p>Do elliptical machines and stair-climbers count?</p> <ul style="list-style-type: none"> To keep the physical exertion consistent across everyone's miles, we're only counting running and walking (either outside or on the treadmill). The challenge is designed to help us build consistency in our routines, and this is a great way to help us build healthier and stronger bodies each day of the challenge. Participation in this challenge and physical activity is 100% voluntary. Organizers assume no responsibility nor liability in the event of injury or damage.
<p>IMPORTANT DATES</p>	<ol style="list-style-type: none"> June 24, 2019: Black Alumni Associations commit by e-mail to blackalumnisummit@gmail.com July 1 – 30, 2019: Associations share marketing and communications about the challenge August 2019: Participants run/walk miles as part of the Challenge. August 31, 2019: Participants make gift on line to their black alumni associations September 9: 2019: Winning black alumni association is announced.