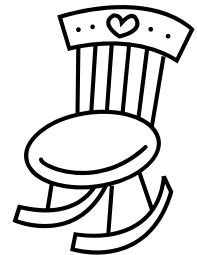




NATIONAL SAVE ROCK-A-THON
Friday, October 21, 2011



Guide to Planning a Successful
Rock-A-Thon
To Benefit the
National Association of
Students Against Violence Everywhere
and your
SAVE Chapter

National Association of Students Against Violence Everywhere
322 Chapanoke Road, Suite 110 ~ Raleigh, NC 27603
Toll Free: 866-343-7283 ~ Fax: 919-661-7777
www.nationalsave.org
email: cwray@nationalsave.org

Dear SAVE Chapter,

Thank you for your dedication and support of the National Association of Students Against Violence Everywhere (SAVE). By participating in the 2011 National SAVE Rock-A-Thon your SAVE chapter will have a tremendous impact on improving safety while helping to achieve SAVE's vision of schools being safe and secure, free of fear and conducive to learning. Funds received from the National SAVE Rock-A-Thon will enable National SAVE to continue its mission by engaging, educating, empowering and encouraging students to make a positive difference in the safety of their school and community. SAVE will continue to distribute quality educational programs, brochures, lesson plans, technical assistance, and opportunities to exchange information as a part of general operating costs. National SAVE is a public 501(c)3 nonprofit and is funded through public support. We are asking every SAVE chapter to participate in this nationwide effort on Friday, October 21, 2011.



322 Chapanoke Road, Suite 110
Raleigh, North Carolina 27603
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What is a Rock-a-thon?

A Rock-a-thon is an opportunity for your SAVE chapter and community to come together to raise proceeds and awareness for achieving the mission of Students Against Violence Everywhere. The event provides a forum for SAVE members to 1) highlight information and awareness on your SAVE chapter and its activities; 2) conduct a safe and fun activity for chapter members that can build friendships and assist your chapter in performing as a team early in the school year; and 3) raise funds for your SAVE chapter and the National Association of SAVE.

How does a Rock-a-thon raise money?

SAVE members are recruited to partake in the Rock-a-thon activities and solicit donations prior to event day. SAVE members "rock" in teams in a rocking chair for up to twelve hours. ***You will be amazed at the amount of support and generosity that your friends, family members and business contacts give you, simply because you ask for their support.***

How will our chapter benefit?

Funds - Your chapter will receive half of all the sponsorship donations collected. The other half will be sent to the National Association of SAVE. ***Awareness*** - Your SAVE members will be sharing information on your SAVE chapter as they solicit sponsors. Local media will be informed of your activities and efforts. ***Community Connections*** - Local merchants can be solicited to sponsor teams, provide refreshments, or incentives for your event. ***Members*** - This is an excellent opportunity for you to recruit members for your SAVE Chapter! It will be a fun event where they can be paired with another SAVE member and can learn about SAVE.

Where do we hold the Rock-a-thon?

At the school, community agency or business that will let you "Rock" all night! SAVE chapters can kick off the Rock-a-thon with an awareness booth at a Friday night football game or other event where they can also collect additional pledges. After the football game members then report to the school gym, cafeteria, library or other designated area to rock for up to 12 hours. It is suggested that SAVE members rock in teams of 2-4 so that only one rocking chair is needed for 2-4 students. Someone from their team must be rocking at all times.

How can we publicize the event?

Promote the event with posters, PSAs, memos, newsletters and media releases. Put up flyers/brochures at school, community agencies, gym, church or school. Seek a sponsor for incentives including t-shirts, prizes and matching funds. Please share your event success with National SAVE. See attached sample promotional items.

We hope the enclosed suggested items will be beneficial to you as you plan your National SAVE Rock-A-Thon event. Be sure to check the National SAVE website (www.nationalsave.org) frequently as we will be posting additional information and resources as October 21, 2011 approaches. Thank you for your efforts as we strive to create safe and secure schools and communities!

Sincerely,
Carleen Wray
Executive Director

National SAVE Rock-A-Thon Planning... *Let's Get Started!*

- Obtain school administration permission for your SAVE Chapter to conduct a Rock-A-Thon
- Register your event with National SAVE!** We will list your Rock-A-Thon information on the National SAVE website and assist you in promoting your event and gaining pledges. See the enclosed form that you can fax or mail to SAVE.
- Conduct a SAVE meeting with your members to inform them about the Rock-A-Thon. Things to consider:
 - Can your chapter participate on October 21 or do you need to choose an alternate date?
 - Will your chapter rock in teams of 2, 3, or 4? How will you determine teams? How will you assist teams in getting a rocking chair if their team doesn't have access to one.
 - How will your chapter publicize your event?
 - How does the chapter envision the event? Will there be movies, games, and activities at the Rock-A-Thon? Where will it be held?
 - Do you need to form committees? Several suggestions:
 - Promotional committee – responsible for flyers, Public Service Announcements, media releases, violence prevention fact sheets, pledges or information to share at information table.
 - Corporate Sponsorship Committee – responsible for seeking donations of food and refreshments for the event, incentives, seeking local businesses to sponsor "teams" of Rockers
 - Distribute permission forms for students to participate
- Permission forms collected. Pledge flyers and pledge sheets distributed.
- Location secured for event.
- Chaperones (school staff, parents) contacted and secured.
- Awareness activities conducted or arranged: Public Service Announcements, Media releases, posters, etc.
- SAVE members secure pledges. Pledge sheets and funds collected.
- Refreshments for the evening arranged
- Rocking chairs for all teams secured
- Games, appropriate videos and music, other entertainment arranged for event.
- Rock-A-Thon occurs.
- Thank you's sent to corporate sponsors, refreshment suppliers, volunteers, etc.
- Documentation of event and one half of the funds collected sent to National SAVE. Remaining half retained to support SAVE chapter's activities.

Congratulations on your first successful Rock-A-Thon for SAVE!

NATIONAL SAVE ROCK-A-THON
Chapter Registration



Yes! Our SAVE Chapter will participate in the National SAVE Rock-A-Thon!

Chapter: _____

Advisor: _____

Event Date: _____ Time: _____

Location: _____

Approximately how many participants: _____

Additional Information: _____

Does your chapter have a specific dollar amount goal? _____

Who can media/potential sponsors contact for more information?

Name: _____

Phone: _____

FAX: _____

Email: _____

Please mail, fax or email to:
National SAVE Rock-A-Thon
322 Chapanoke Road, Suite 110 ~ Raleigh, NC 27603
FAX: 919-661-7777 ~ email: cwray@nationalsave.org

DATE: October 21, 2011

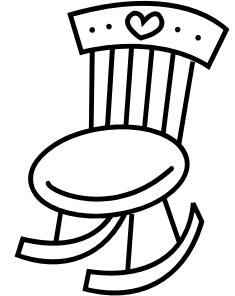
Event Time: 8:00 pm to 8:00 am

Students Against
Violence Everywhere

SAVE



National Rock-A-Thon



Students participating in the
"Rock-A-Thon" must complete and return
the permission form on the back of this
flyer by:

Students will arrive at

by _____ pm and
will leave around
_____ am

Students participating in the Rock-A-Thon will collect pledges for every hour their team rocks.

Example: \$1.00 for every hour would be \$12.00. Half of all funds raised will be used locally for SAVE chapter activities. The other half will be sent to the National Association of SAVE for distributing educational programs, brochures, lesson plans, technical assistance, and opportunities to exchange information as a part of general operating costs.

For more information contact:

_____ at

Students Against Violence Everywhere...

- ❖ **engages** students in meaningful violence prevention efforts within their school and community.
- ❖ **empowers** youth with knowledge and skills necessary to provide service to their community and school.
- ❖ **encourages** positive peer influences within the school and community through violence prevention efforts.
- ❖ **educates** students about the effects and consequences of violence as well as safe activities for students, parents, and the community.

www.nationalsave.org



“Rock – A- Thon” Permission Slip

_____ has permission to
(student name)
participate in the SAVE Rock-A-Thon on October 21, 2011, from 7:30 pm to 8:30 am, October 22, 2011. He/she agrees to all of the following requirements.

If you Agree, (please check)

- _____ Student will collect pledges/one time donations for time spent rocking.
- _____ Student will bring rocking chair, blanket or cushion if needed.
- _____ Student will wear comfortable clothing.
- _____ Student will arrive at 7:30pm on 10-21-11 and be picked up by 8:30 am on 10-22-11.
- _____ Student will follow all school rules during the “Rock-A-Thon” event.
- _____ Student will complete the permission form and return it by _____.
- _____ Student will collect all pledges or donations by _____ deadline.
- _____ Student will be respectful and responsible during the event.
- _____ Student will follow the directives of the adults in charge.

Emergency contact info:

In case of an emergency during the “Rock-A-Thon”, please contact the following:

Name _____ phone _____

Name _____ phone _____

Name _____ phone _____

Parent / Guardian Signature _____

Date _____



SAMPLE
MEDIA ADVISORY

**Join Students Against Violence Everywhere (SAVE) Members
as They "Rock for Safety"**

WHO: SAVE Members of << *Insert School/Agency Name* >>

WHAT: National SAVE Rock-A-Thon

Join SAVE members as they *empower, encourage, educate and engage* others in preventing violence in their school and community. SAVE members are participating in the National SAVE Rock-A-Thon to raise awareness about the issue of school violence and raise funds for their local SAVE chapter activities and the National Association of SAVE. SAVE will continue to distribute educational programs, brochures, lesson plans, technical assistance, and opportunities to exchange information as a part of general operating costs. SAVE members across the country are showing how they are a part of the solution, as they live by SAVE's slogan of "Youth Voices... Grown-up Choices!"

WHY: Research continues to confirm that SAVE's issue of school violence prevention is a top issue for youth/teens.
<< *Insert local violence statistic or use this national stat: Eleven school-associated deaths occurred during the 2009-2010 school year. In addition, 115 other non-death shootings, stabbings, riots and others incidents of violence that occurred nationwide this past school year. (National School Safety and Security Services, 2010)* >>

WHEN: << *Insert Date and Time of Event* >>

WHERE: << *Insert School/Agency Name & Address* >>

CONTACT:

For more information on this event or other SAVE activities, please contact << *Insert chapter contact* >> at << *insert phone number* >>. To learn more about the history of SAVE and this national effort, please visit **www.nationalsave.org**

PARTICIPANT LETTER



CONGRATULATIONS!!! on participating in the National SAVE Rock-A-Thon! All participants will collect pledges / donations for the time they spend rocking (see examples on pledge sheet). Pledges / donations are due by _____. Money raised will be used for our SAVE Chapter for SAVE activities during the school year as well as to support the National Association of SAVE.

The following packet contains:

1. Participant's letter
2. Pledge sheet / envelope for money collected
3. Telephone number for additional information

As a participant you can do the following:

1. Follow all the rules stated on the permission slip.
2. Bring rocking chair (1 per team), blanket, pillow, etc. to be comfortable.
3. Wear pajama pants, t-shirts, sweat suit, etc. BE COMFORTABLE!!!
4. Bring small, lunch size cooler if you want something **specific** to drink.
5. You may bring snacks if you want something specific.
6. There will be board games, music, movies, etc. to keep you busy while you are rocking. You may bring a book or magazine to read.
7. Each team will have someone rocking at all times.
8. We want to be honest, so if your team stops rocking or goes to sleep you can only collect for the time spent rocking.
9. No one will be allowed to go outside of the school during the event.
10. No visitors will be allowed.
11. If you should need to leave before 8:00 am on the 22nd, we must have a note from your parents stating why and what time.
12. Please eat supper before coming to the event. We will have snacks later that night and breakfast the next morning.

For more information, contact: _____

Thank you for participating in the National SAVE Rock-A-Thon!



Hi! My name is _____ and I am a
Students Against Violence Everywhere (SAVE) member at



I am participating in the
**National SAVE
Rock-A-Thon**
will you sponsor me?



DATE: October 21, 2011

Event Time: 8:00 pm to 8:00 am

Students Against Violence Everywhere...

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Students participating in the Rock-A-Thon will collect pledges for every hour their team rocks. Example: \$1.00 for every hour would be \$12.00. Half of all funds raised will be used locally for SAVE Chapter activities. The other half will be sent to the National Association of SAVE so that they can continue to provide quality educational programs, brochures, lesson plans, technical assistance, exchange of information, and also to help defray general operational costs.

For more information contact:

_____ at
