

Dear Birch Lane Families,

Our Birch Lane Fun Run kicked off and we are thrilled about this year's program! We've asked the fundraising experts at Booster to power our two-week Fun Run program, making our fundraising simpler, more profitable, and more FUN. Our Fun Run includes EVERY student in a fun, fitness event that focuses on character while helping our school raise much-needed funds.

This year, our entire school is raising funds for Arts Education Programs. All of the Arts in Education programs, Anti-bullying and Character Education programs are all funded by the PTA. Our goal is to raise \$20,000 and we need YOUR help!

**The date of the Fun Run is Monday, October 28th.** Every day before our fun run the children see a video and learn a valuable lesson on character building. The Fun Run takes place throughout the school day.

**Here's how you can support Birch Lane Elementary:**

- **Register your student on [funrun.com](https://funrun.com) by searching "Birch Lane Elementary."** Then, use [funrun.com](https://funrun.com) to log pledges for your child.
- **Reach out to sponsors.** Every student's goal is to connect with 10 sponsors, and with [funrun.com](https://funrun.com)'s smart sharing tools, reaching out to sponsors is easier than ever. **The easiest way to get pledges is to simply click the Facebook share button** on your student's pledge page. Plus, with a few clicks you can create a custom Student Star Video to share on social media. You can also use the Easy Emailer to connect with friends and family. As you gather pledges, be sure to record each sponsor's e-mail address so they have the opportunity to easily pay for your student's pledge online via credit card.
- **Ask your child about the MindSpark: Wild West Character Lesson of the Day!** This year's theme combines S.T.E.A.M. skills with character-building. In this thrilling Sci-Fi-Western theme, your students and the MindSpark kids must compete in six "Character Duels" to rescue Dr. Shock. Along the way, they'll learn about Honesty, Gratitude, Generosity, Kindness, and Humility. Join along by watching the fun character videos with your child on [funrun.com](https://funrun.com).

Thank you for supporting our school.

Sincerely,

Birch Lane PTA