



Frequently Asked Questions

What is the PTF Lion's Fundraiser? I don't remember hearing about this before. What is the money being raised for?

- This is BCA's annual external fundraiser led by the PTF, like last year's Donut Dash.
- This year we are coming together with alumni to celebrate BCA's 20th year and raise funds for new technology, our STEM education program (Project Lead the Way), and campus security upgrades.
- Each family has a collective goal of raising \$250. Once the goal is met, the family will receive a brick with wording of their choice to be placed on the wall outside the Media Center. Families raising \$500 will receive the option of an 8x8 brick or two 4x8 bricks.

How long do we have to set-up our FanAngel page? How long will it take to set it up?

- You have 1 week to create your campaign page for your kids to be part of the incentives!
- Campaign set-up opens on Wednesday, 10/10 and families can create their FanAngel page until Wednesday, 10/17 at 10PM EST.
- It should take approximately 15 minutes if you have a photo of your child(ren) available to upload and 10 emails ready to enter.

I have more than one child, does each have a separate account?

- No, one account per family. Since children share most emails of family and friends, we are approaching this year with a \$250 family goal and incentives will be awarded to all kids within the family.
- Once a family achieves their \$250, the family goal will automatically increase within FanAngel to a "stretch" goal (up to 100% increase).

Can I add more than 10 emails to Fan Angel?

- Yes! The more emails, the more money raised, and the more tickets you will receive for the final prize drawing! For every \$250 in donations, the family will receive one entry ticket for the grand prize drawing. Grand prize entry tickets will be calculated based on donations received up to Thursday, 11/15 at 10PM. Prizes will be drawn at a Pep Rally on Friday, 11/16 at 11:30AM and will be awarded to families. (**Note: A family may only win 1 of 3 grand prizes.)
- Additional emails can be added throughout the campaign, however incentives will be rewarded based on set-up and email entry by Wed. 10/17 at 10PM and total donations received by Thursday, 11/15 at 10PM. (All times EST)

What is in the email sent to donors from our family? Is there a way to further personalize the letter?

- A copy of the email text is attached at the end of the FAQs. For questions about customizing the invitation to donate, please contact Brittany Camak (Brittany.camak@gmail.com) or Stephanie Raymond (stephaniefalwell@gmail.com) prior to entering email addresses.

Are donations made through FanAngel tax deductible?

- Yes, Bridgeway Christian Academy is a 501c3 non-profit organization therefore all donations made are tax deductible.
- Immediately after submitting a donation through FanAngel, the donor will receive an email for their tax purposes.

When does the fundraising campaign kick off, and how long will it run?

- When email addresses are entered by families between Wednesday, 10/10 and Wednesday, 10/17, they will be stored in a database. All FanAngel fundraising emails will be sent automatically at one time on Monday, 10/22.
- The campaign will run from Monday, 10/22 until Friday, 11/16.
- There will be a Pep Rally to award the grand prizes on Friday, 11/16 at 11:30AM EST.
- We will announce the total funds raised at the 20th Year Celebration on Sunday, 11/18.

How do I share my child(ren)'s donation page on social media?

- Once your FanAngel page is set-up, use the buttons below the video to send your page out via text, email, Facebook, Twitter, etc.

Will reminders be sent to potential donors who have not made a donation?

- Yes! FanAngel is automated to send supporters up to three reminders. One after 3 days, one after 10 days, and another 3 days prior to the end of the campaign.
- If the supporter has donated, they will NOT receive reminders. Supporters also have the ability to unsubscribe at any time.
- After 7 days, if there seems to be a problem with an email address (mistyped, junk folder, etc), you will receive a notification and be prompted to reach out directly by simply forwarding the email from your personal account and/or calling the supporter.

Can a corporate sponsor or family business donate via our family's page?

- Yes, but please connect the business with Bridgeway's Director of Marketing, Seritha Stewart, prior to making the donation. Seritha can be reached at ssewart@bridgewayca.org

How does it work if my kids want to go door-to-door asking for donations?

- An iPhone or iPad can be used on the spot to have your neighbor or friend enter their email and credit card information.
- Alternately, your child can request the neighbor's email address or cell phone number and enter it into FanAngel on the spot, generating an email or text to the donor where they can donate through their own device.
- With respect to your child's safety, we encourage parents to accompany children if going door to door.
- Using FanAngel is the most efficient way for us to track and give credit for the money your family raises.

What happens if someone wants to make a donation via check instead of online with the credit card?

- The conversion to FanAngel is intended to move us to an online process eliminating paper forms, checks and cash. If you have extenuating circumstances, please email Brittany.camak@gmail.com.

If my personal business donates \$500 via my family's account, who gets the brick?

- If it's your business, it's your choice! If you raise \$500 from a community business, they will get the brick with their logo. One brick will be given per \$500 so it depends on the business and BCA family connection.

How/when will bricks be ordered?

- Once the campaign ends and family totals are tabulated, families reaching \$250 or more in donations will receive an email with a link to create the personalized wording for their brick.
- If a Corporate Sponsor donates \$500 and would like a logo on their 8x8 brick, they will coordinate submitting their logo with Seritha Stewart.

When will bricks be added to the wall?

- By Spring of 2019

What if I have more specific questions about FanAngel's online giving standards?

- FanAngel uses the industry's most secure privacy and protection standards. Emails are never shared or sold.
- For more information, visit <https://pages.fanangel.com/how-it-works>

Invitation to donate email text: *(This is what your friends/family will receive from you via FanAngel)*



Hi Mrs. Hayes,

We hope you are doing well! We are writing to let you know that this is the 20th Anniversary of our school, Bridgeway Christian Academy. We are asking for your help in supporting our 20th Year PTF Lion's Fundraiser!

This year's PTF Lion's Fundraiser will fund new technology to encourage learning, increase school safety, and grow our STEM resources. We'd love your help reaching our fundraising goal, and we appreciate any amount you are able to donate.



Would you please click on the button below to learn more about our campaign and to make a donation towards our goal?

Thank you for making an impact on our school.

[Visit Campaign](#)