



Coventry Challenge 2012

One School. One Goal. Every Family.

The command is clear, “Fathers, bring your children up in the instruction and training of the Lord” (Eph. 6:4). Failure is not an option. Our children are worth no less than the very best Christ-centered education we can give them. Our partnership is God’s vessel for providing a way to meet this challenge. Affording a Christian education is challenging, but God calls us to it.

Coventry Challenge 2012 is all about meeting the challenge of ensuring an excellent Christian education for all of our Coventry Kids. It is a challenge to every single family in the CCS community. One school. One goal. Every family.

The Coventry Kids Fund goal this year is \$83,000. So far we have raised \$28,000, primarily through faculty contributions. The 8th Annual Coventry Challenge 5K/1 Mile Fun Run and Walk must generate \$55,000 to reach the goal of \$83,000. With God’s blessing and our responsiveness to this challenge, we will succeed. If each family sets a goal of \$275 per child, we will meet and perhaps even surpass our goal for this year.

If you can easily afford tuition at CCS, then this is your time to serve others in the school community. If you are a financial aid recipient or find tuition payments an extreme challenge, this is your chance to generate support that helps to keep tuition as low as possible and financial aid as plentiful as possible. Either way, this challenge belongs to all of us. One school. One goal. Every family.

In honor of unity of purpose and action (being one in spirit-Philippians 1:27), we have redesigned our incentives this year to help us stay focused on our partnership and to work together out of a common love rather than personal gain. There are no longer any family minimums to receive incentives such as a ticket to Dorney Park on what has come to be called “Dorney Day.” The new program is explained on the back of this letter. I am excited and confident as we kick off this campaign together. Coventry Challenge 2012. One school. One goal. Every family.

For Our Students,

Step One: Kick Off Your Own Campaign

1. Register for the 5K/1 Miler by March 1. No registration fee required for CCS students and CCS parents who commit to fundraising. Those who just run/walk the event must pay a registration fee as outlined on the registration form. Forms are available online at coventrychristian.com/giving.
2. Ask friends, family, and acquaintances to sponsor you by (a) completing mailing labels, available from your child's teacher or in the school office, and return them to school so that we can send a letter to your prospective sponsors on your behalf, and/or (b) personalizing your own fundraising page, which will accept donations online and will link to the campaign page, keeping sponsors up-to-date on progress toward your goal and our collective goal. To set your page up today, simply go to fundly.com/coventrychallenge2012. The process is quite simple and will allow you to network through seamless integration with Facebook and Twitter.

Step Two: Get Others on Board!

1. Give the business sponsorship form to businesses who may want to support the cause while benefitting from the advertising they receive in return. Sponsors appear on the event shirt.
2. Ask businesses to donate goods or services for the day of the race. We need lots of pizza, soft pretzels, fruit, bagels, donuts, and water bottles for race day. We average 600 people in attendance!
3. Recruit other runners! Ask those outside of the CCS community to come and participate and/or to start their own fundraising page as well.

Step Three: Get Fit!

The Coventry Challenge provides a great opportunity to start some new healthy habits or to take our fitness level to a new high. Join fellow CCS families and friends in training for the event!

Step Four: Be the Top Class (K-5) or the Top House (6-12)!

The top fundraising house will be awarded \$1000 for its use (at the discretion of its deans). The top fundraising elementary class will be awarded \$1000 for its use (at the discretion of its teacher). Paying runner/walker referrals (referred runner writes student name on registration form), sponsorships, business sponsorships, donated goods and services, and volunteer hours will be counted toward the class and house totals. House points will be awarded as follows: 1st Fundraising (25), 2nd Fundraising (20), 3rd Fundraising (15), 4th Fundraising (5). 5K medals: Gold (5 points), Silver (3 points), Bronze (1 point).

Celebrate!

On April 9th, in a special K-12 chapel program, the final tally will be announced. The top class and house will be presented with their awards and special recognitions given. The total funds raised for the Coventry Kids Fund will be announced. We will all celebrate together based on the following levels of success:

\$55,000

Class and house cash prizes awarded.

May 31st declared a day off. All-school field trip to Dorney Park. May 31st and June 1st declared Dress Down Days.

\$40,000

Class and house cash prizes awarded.

Afternoon classes cancelled on May 31st. All-school picnic and entertainment held on campus in the afternoon. May 31st and June 1st declared Dress Down Days.

\$30,000

May 31st and June 1st declared Dress Down Days.



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