



# APEX VIRTUAL

FRANKLIN ELEMENTARY **OCTOBER 19 - OCTOBER 29**

Hello Parents,

Our school is participating in this program from **October 19 to October 29** as our major fundraiser. In an effort to minimize the spread of COVID-19, the whole program, is **VIRTUAL OPTIONAL**, allowing **all** students to participate! This two-week, interactive leadership program, promotes leadership habits & good character, and combines that with a fitness-focused event to help schools raise money. Our students will be transformed into **MIGHTY** leaders.

## MIGHTY

mindful - integrity - grit - hero - think ahead - your turn

Our **VIRTUAL** fundraiser kicks off on **MONDAY, OCTOBER 19**. Students will watch the *Student Pep Rally Video* in class or at home to learn about the program, hear how they will be helping their school and how they can earn cool thank you gifts! **Check your email for the *Student Pep Rally Video* link coming soon, for at-home learners.**

All funds raised will support the following:

- **KFES Incentive Awards**
- **Teacher Funding Requests**
- **PTA Programming**
- **Field Trips**
- **5th Grade Graduation Ceremony**

Now more than ever, let's get **MIGHTY!**

Brenda Gallardo, Principal and Franklin PTA

**apexvirtual**

safe • effective • flexible fundraising

## WHAT NOW?

### 1. LOG IN

On Pep Rally Day your student(s) will receive an individual Access Code to login at **[www.myapexeevent.com](http://www.myapexeevent.com)**.

### 2. DONATE

Make a flat donation or pledge a dollar amount per fitness move. Results will be capped at 36.

***ALL donations must be made online at [www.myapexeevent.com](http://www.myapexeevent.com).***

### 3. SHARE

Leverage your social network by sharing your student's Pledge Page via email, text and social media. Sponsors can donate from anywhere in the world!

### 4. DAILY LEADERSHIP LESSONS

Students will enjoy watching the daily video-based leadership and character program lessons, in class or at home, starting on **Tuesday, October 20**.

### 5. EVENT DAY

**Thursday, October 29:** Get ready to have some **FUN!**

We'll host an exciting virtual event for students to watch at home or school. Students will complete up to 36 fitness moves.



***This will be a closed campus event.***

Due to the challenges of collecting counts from home, a default of 36 fitness moves will be entered for each student. If your students' actual number of fitness moves are less than 36, please notify us at **[rebeccab@apexleadershipco.com](mailto:rebeccab@apexleadershipco.com) by Friday, October 30 at 5:00 pm** and it will be edited.