

📖 FOR FUNDRAISING CHAIRS

Getting Started Guide

A walkthrough of how RunPledge works, what each tier includes, and everything you need to run your color run fundraiser from sign-up to payout.

What RunPledge is

RunPledge is a fundraising platform built for school color runs. Every student on your roster gets their own pledge link. Families share that link with grandparents, neighbors, and coworkers, donations come in through Stripe, and you watch the totals climb from one dashboard.



A link per student

Each participant gets a unique pledge page with their name on it, so donations are always credited correctly.



Stripe-powered donations

Card payments are handled by Stripe. Funds land in the account your school connects, no cash or check envelopes to count.



Real-time tracking

See totals by student, by class, and for the whole school as pledges come in, without waiting on a spreadsheet.

WHERE IT CAME FROM

Built by people who kept hearing the same thing

RunPledge was built by the team behind Peacock Powder, after working with 2,400 schools who told us the hardest part of a color run wasn't the powder, it was the fundraising.

"Schools were already good at throwing the event. What wore people out was collecting the money. That's the part we wanted to take off your plate."

Chase Brown, Founder

How it works

Three steps to get started. Most chairs work through them in one sitting, then come back when the roster is ready.

1

Sign Up & Connect

Create your account and set up Stripe to receive your payouts. Stripe will ask for your school or PTA's legal name, address, EIN, and the bank account where funds should land. Have those handy before you start.

2

Upload Your Roster

Add your student roster and we generate a pledge link for each. You can upload a spreadsheet or add students by hand, and you can keep adding names after you launch.

3

Share & Raise

Families share links with donors. Track everything in real time. Donors pay by card, cover the processing fee at checkout, and your school keeps 100% of what's pledged.

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The fee works the same way on both tiers: the donor covers it at checkout, so a \$50 pledge sends \$50 to your school. Only the rate differs, and page 4 shows what that looks like on a real donation.

Choosing a tier

Both tiers run on the same platform, and on both the donor covers the processing fee. Free is self-service. Premium adds our team to the parts most chairs find tedious.



Free

You run the fundraiser yourself, on the full platform.

- ✓ Unlimited pledge links, one per student
- ✓ Real-time dashboard and per-student totals
- ✓ Processing fee of 3.2% + \$0.40, covered by the donor, so your school keeps 100%
- ✓ No cost and no contract to start
- ✓ Email support



Premium

Everything in Free, plus our team on the outreach and the setup.

- ✓ Parent messaging handled by our team: launch email, reminders, and follow-ups, sent on a schedule
- ✓ Fee of 12.2% + \$0.30, also covered by the donor, so your school still keeps 100%
- ✓ \$10-per-participant floor: if you net less than \$10 per participant, we make up the difference. Minimum 50 qualifying participants
- ✓ Preferred powder pricing through Peacock Powder
- ✓ Net30 billing
- ✓ A kickoff call to plan your timeline before you launch

FREE Donor pays **\$26.20** · School gets **\$25.00** **PREMIUM** Donor pays **\$28.35** · School gets **\$25.00**

On a \$25 pledge that is \$2.15 more from the donor, and the school keeps the full pledge either way. The \$10-per-participant floor is Premium only, and it is a floor, not a forecast.

Setting up your roster

Your roster is what turns into pledge links. Get it in once and the rest of the fundraiser runs off it.



Start from a spreadsheet

Ask the front office for a class list. One row per student with first name, last name, and grade or teacher is enough. Save it as a CSV and upload it.



Check the names before you send anything

Names appear on the pledge page a donor sees, so scan for typos, duplicates, and nicknames. Fixing them now saves a round of parent emails later.



Generate the pledge links

Once the roster is saved, each student has their own link and page. You can copy links individually or export the full list to hand off to teachers.



Add late joiners any time

New students can be added after launch and their links work immediately. You do not need to wait for a complete roster to start.

Sharing with families

Most donations come from people outside the school: grandparents, aunts and uncles, family friends, coworkers. Your job is getting each family their student's link and telling them who to send it to.



Send the launch email

One email with the student's link, the event date, and a sentence on what the money funds. On Premium, our team writes and sends this for you.



Ask for five names

Give parents a concrete instruction: forward your child's link to five people who would want to cheer them on. Vague asks get skipped.



Use the channels you already have

Class newsletters, the school app, the PTA Facebook group, backpack flyers, pickup-line signage. Repeat the ask more than once.



Set a window and a deadline

A clear start and end date gives families a reason to act. Send a reminder partway through and one near the close.

TRACKING YOUR FUNDRAISER

What the dashboard shows

- ✓ School total raised, updating as donations come in
- ✓ Totals per student and per class, so you can see who has not started yet
- ✓ Individual donations with donor name and amount
- ✓ Participation count, useful for spotting classes that need a nudge

Check it once a day during your window. Payout records live in your connected Stripe account.

Common questions

When do we get paid?

Donations are paid out to the bank account you connect through Stripe. Stripe supports payouts as often as daily, so money can reach your account while the fundraiser is still running rather than all at the end. Every payout and its status is visible in your Stripe dashboard.

What if we fall short?

On Premium, if your fundraiser nets less than \$10 per participant, we make up the difference, with a minimum of 50 qualifying participants. It is a floor under a slow year, not a projection of what you will raise. Free does not include the guarantee.

Is there a contract?

Free has no cost and no contract. You can create an account, look around, and stop at any point. Premium is set up with an agreement that covers the service terms and Net30 billing, which we walk through on the kickoff call.

How do refunds work?

If a donor needs a refund, email support@runpledge.com with the donor name and amount and we will process it through Stripe. Refunded donations come off your totals. [Placeholder: confirm whether refunds are self-service in the dashboard.]

Do donors really cover the fee?

Yes, on both tiers. The 3.2% + \$0.40 processing fee is added at checkout and paid by the donor, so the full pledge amount goes to your school.

Who do we contact?

Email support@runpledge.com for anything, before or during your fundraiser. Premium schools also have their kickoff call contact.

We're here when you need us

If you get stuck on the roster, the Stripe setup, or what to send parents, write to us. A real person reads it. You do not need to have decided on a tier to ask a question.

Start your fundraiser

Scan the code to create your account. No cost and no contract to get started on Free.

runpledge.com



Email support

support@runpledge.com



Learn more

runpledge.com

"You are already volunteering your time. The fundraising should not be the hard part. Ask us anything, even the small stuff."

Chase Brown, Founder