

EVENT GUIDE

Table of Contents

[Important Features for 2016 3](#_Toc429570536)

[*SPIN4KIDS PLUS* 2016 Event Details 5](#_Toc429570537)

[Important Websites and Contact Information 6](#_Toc429570538)

[Why Support GoodLife Kids Foundation……. 7](#_Toc429570539)

[The GoodLife Kids Foundation (GLKF) Top Fundraiser Awards Criteria 8](#_Toc429570540)

[Documents for Event Leaders 9](#_Toc429570541)

[Important Deadlines 10](#_Toc429570542)

[Incentives 11](#_Toc429570543)

[*SPIN4KIDS PLUS* Checklist Overview 12](#_Toc429570544)

[STEP 1: Getting Started 13](#_Toc429570545)

[STEP 2: The Next Steps 14](#_Toc429570546)

[Marketing & Promoting Your Event In Club 16](#_Toc429570547)

[Suggestions for Recruiting Participants 17](#_Toc429570548)

[STEP 3: One Month To Go! 18](#_Toc429570549)

[STEP 4: We’re Getting Closer… 19](#_Toc429570550)

[STEP 5: We’re Here! 19](#_Toc429570551)

[STEP 6: The Finishing Line 20](#_Toc429570552)

[Income Tax Receipting 21](#_Toc429570553)

[Appendix A: Event Leader FAQ 23](#_Toc429570554)

[Appendix B: Communicating with Participants 33](#_Toc429570555)

[Appendix C: Event Day Planning 35](#_Toc429570556)

[Appendix D: Media 40](#_Toc429570557)

[Appendix E: Health & Safety 44](#_Toc429570558)

[Appendix F: Securing Local Sponsors 47](#_Toc429570559)

[Appendix G: Bring the Party! Making your Event Fun & Successful 49](#_Toc429570560)

[Appendix H: Fundraising & Corporate Matching Gift Donations 51](#_Toc429570561)

[Appendix I: Finding Information about GLKF in your Community 54](#_Toc429570562)

# **Important Features for 2016**

1. **Celebrating our 5th Anniversary in 2016!**

It’s time to BRING THE PARTY and celebrate 5 amazing years of fundraising to help more Canadian kids get active. In just 4 years you’ve helped raise $2.4 million and this year you can help raise $1 million to celebrate our 5th Anniversary.

1. **Event Leaders & Event Officers**

The Event Leader replaces the previous title of Event Coordinator. The Event Leader is the person (s) organizing either a Single Club or Multiple Club event.

The Event Officer is the in-Club person who is in the Club every day and will support the Event Leader’s efforts and be the Club contact for GLKF.

See Appendix A: Event Leader FAQ on page 23 for more information on these two roles.

1. **NEW – *Spin4Kids Plus* on the Learning Zone**

Now Associates can find out more about *Spin4Kids Plus* through the Learning Zone. Three modules are available in the Learning Catalogue:

* All Associates: *Spin4Kids Plus* Part 1: All Associates
* *All Associates: Spin4Kids Plus* Part 2: Spin4Kids Plus Leaders
* Club Administrators: *Spin4Kids Plus* Part 3: Club Administrators

1. ***Spin4Kids Plus* Event Format**

A *Spin4Kids Plus* event is either indoor cycling only, or a combination of indoor cycling and other Group Fitness activities. See page 5 for additional information.

1. ***Spin4Kids Plus* Fundraising Formula**

The *Spin4Kids Plus* Fundraising Formula is key to how we will achieve the national goal of raising $1 million through *Spin4Kids Plus* 2016. It has been a key component to raising $2.4 million in just 4 years. Here’s how it works:

* Teams raise a minimum $1,000- if a team has 8 members that’s just $125 per person
* Participants taking part for more than one hour should aim to raise $125 per hour

Why is $1,000 per Team so important? Check out page 7

1. **Participant Guide and Team Captain Kit**

We’ve created a new Participant Guide to complement our Team Captain Kit. These can both be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) and [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx).

The Participant Guide will be emailed to all participants as they register on [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).

The Team Captain Kit will be available for Team Captains to download directly through their Fundraising Hub.

1. **Where to find Event Leader and Event Officer documents**

All Event documents can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) and [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx). See page 9 for a full list of documents available. We recommend adding this link to your favourites bar in your web browser for easy access.

1. **Participant Incentives**

All Spin4Kids Plus participants will receive a t-shirt on event day. Other incentives for fundraising will be available based on total individual funds raised online only. See page 11 for more information

1. ***Spin4Kids Plus* Mobile App for Participants**

Participants will be able to manage online fundraising on the go with the new Mobile App for iPhone and Android. See the Event Leader FAQ Appendix A on page 23 for more information.

1. **Communicating with Participants**

To ensure we are CASL compliant refer to Appendix B: Communicating with Participants on page 33 to learn how you may communicate with participants.

1. **Adding Cash and Cheque Donations to your online fundraising total**

Participants have the option to add the cash and cheque donations they have collected to their online fundraising total. See Appendix A: Event Leader FAQ on page 23 for more complete instructions.

1. **Accepting Donations at your event**

Cash or cheque donations may be accepted at your event. Please ensure complete donor information is captured on a pledge form. Without the required information we cannot issue income tax receipts for donations of $20 or more. The *Spin4Kids Plus* Pledge form found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) and [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) to track these donations.

1. **February Marketing Focus**

For the month of February, *Spin4Kids Plus* will be the primary marketing focus for GoodLife. This means heightened profile in Club for your event and the Foundation. The bulk of promotional materials will arrive with the February Marketing Package at the end of January. Additional information can be found on page 16

# ***SPIN4KIDS PLUS* 2016 Event Details**

**Date:** Saturday March 5, 2016

**Recommended Event Time :** 9:00am to 5:00pm

**Activities:** 8 x 50 sessions and 8 x 10 minute breaks

**Register your Club commitment Today!**

If you haven’t already please register your Club’s commitment to participate at GoodLifeconnect.com/GoodLife\_Kids\_Foundation and let us know if:

* You are the Leader organizing a single Club event
* You are the Leader organizing a multiple Club event
* You are the Spin4Kids Plus Officer (representative) for your Club and if your Club is participating at another event, which event that is.

Club Registration closes Monday November 30, 2015

**NOTE: Club Registration is NOT the same as registering a Team for this event. All Teams must register at spin4kids.com**

Your *Spin4Kids Plus* event may be:

* Indoor cycling only
* Indoor cycling along with other activities such as Zumba and BodyCombat -> these were the most popular additions in 2015

**Spin4Kids Plus is a Team based event**

* Teams of up to 8 people ensure more fun and more successful fundraising
* GoodLife Members, Associates and Guests all welcome to take part
* BRING THE PARTY – Challenge teams to create a name and dress in costume. Offer prizes for ‘Best of the Best’
* BRING THE PARTY – Have a theme for the entire event or a music theme for each hour

**National Goal – Let’s Raise $1million in 2016!**

# **Important Websites and Contact Information**

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**Team/Participant Registration and Online Fundraising Site:**

[spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)

**Where to find *Spin4Kids Plus* Event Leader & Event Officer Documents:**

[Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal)

[GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**GoodLife Kids Foundation Website:**

[goodlifekids.com](http://www.goodlifekids.com)

**If you require further information please contact:**

**Tara McGuire Lisa Burrows**

*Spin4Kids Plus National Event Coordinator Executive Director* GoodLife Kids Foundation GoodLife Kids Foundation

519-661-0190 ext. 623 519-661-0190 ext. 273

[tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com) [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

**Find us on Social Media:**

[Facebook.com/GoodLifeKids](https://www.facebook.com/goodlifekids?ref=hl)

[@GoodLifeKids](https://twitter.com/GoodLifeKids)

#Spin4Kids

Why Support GoodLife Kids Foundation…….

Recent studies show that only 9% of Canadian kids ages 5 to 17 get the recommended 60 minutes per day of moderate to vigorous physical. Kids are spending too much of their waking hours sedentary and are provided with less opportunity for unstructured play.

That’s where GoodLife Kids Foundation comes in!

GoodLife Kids Foundation raises funds to support national, provincial and local programs that provide ongoing physical activity opportunities for kids and remove some of the barriers currently holding children back from living healthy active lives. To date **GoodLife Kids Foundation has impacted the lives of over 235,000 Canadian kids through physical activity opportunities** through the GoodLife4Kids School Program, Grant program and Win 4 Kids contest.

**When a Team Raises $1,000 They Help Get Kids Active!**

Our goal for 2016 is for each *Spin4Kids Plus* team to raise $1000 for GoodLife Kids Foundation. With Teams of 8 participants, that can be achieved by raising as little as $125 each!

Children with special needs can face significant barriers to participation in physical activity – including the need for adapted equipment, specially trained instructors, additional support staff, and smaller group sizes. **GoodLife Kids Grant Program** supports specialized physical activity programs with meaningful outcomes for children with disabilities.

Here are some of the ways $1000 raised by a *Spin4Kids* Plus team can make a difference:

* 6 kids learn to swim and can join family and friends in the pool
* 8 kids become more independent by learning to ride a bike
* 10 kids learn to express themselves and make new friends through a dance program
* kids at camp are able to try different sports with newly purchased adapted equipment

**GoodLife4Kids School Program** partners with teachers to bring fun fitness activities to grade 4 classes across the country at no cost to schools. Students are learning new skills, gaining confidence through participation and brimming with new-found self-esteem.

It takes $3,000 per year to bring this program to a school that needs support:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| One *Spin4Kids* Plus team raises $3000 | OR | Three *Spin4Kids* Plus teams each raise $1000 | = | One school participating in GoodLife4Kids programming |

# ****The GoodLife Kids Foundation (GLKF) Top Fundraiser Awards Criteria****

*Spin4Kids* has made a significant impact on GoodLife Kids Foundation’s ability to provide opportunities for Canadian kids to live a fit and healthy good life. Your commitment to this event is extraordinary and GoodLife Kids Foundation will continue to recognize our Top Fundraisers through our annual Top Fundraiser Awards given out at the Awards Gala.

Winners for 2016 will be determined by the amount of funds raised for GLKF through *Spin4Kids Plus* events only. *All funds must be deposited by April 30, 2016 to be considered for these awards.*

There will be 2 categories as follows:

**Category One – Multiple Club *Spin4Kids Plus* Events**

*Awards given out in this category will recognize Spin4Kids Plus events that have 2 or more Clubs participating in the event. Awards noted will be in the form of grant funds given to organization(s) in the community where the winning Spin4Kids Plus event was held. All Clubs participating in these winning events will be acknowledged.*

Top Fundraising Event $20,000

Second Place $15,000

Third Place $10,000

Fourth Place $7,500

Fifth Place $5,000

**Category Two – Single Club *Spin4Kids Plus* Events**

*Awards given out in this category will recognize Spin4Kids Plus events having only one Club participating in the event. Awards noted will be in the form of grant funds given to organization(s) in the community where the winning Spin4Kids Plus event was held.*

Top Fundraising Event $7,500

Second Place $5,000

Third Place $4,000

Fourth Place $3,000

Fifth Place $2,500

GoodLife Kids Foundation will continue to offer the GoodLife Kids Foundation Henry Berg IMPACT Award separately.

If you have any questions please contact Lisa Burrows [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

# **Documents for Event Leaders**

The following documents can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

|  |  |
| --- | --- |
| 1. **Event Leader FAQ** 2. **Event Leader Documents** 3. Event Guide 2016 4. Corporate Involvement Package 5. Front Desk Info Template 6. Email Signature 7. Pledge Form 8. Accessing Teams & Participants reports 9. Depositing funds for GLKF 10. **Participant and Team Captain Documents** 11. Participant Guide 12. Team Captain Kit 13. Team Captain Info Template 14. **Marketing Materials** 15. 8.5x11 Poster Template 16. **Letter Templates** 17. Donation Request Template 18. Thank You Letter Template 19. Student Volunteer Hours Template | 1. **Event Day Materials**   **Incentives & Event Day Documents**   1. 2016 Participant Waiver 2. Incentive & Event Day Materials Instructions 3. Check-In Desk tracker- WORD 4. Notice of Photography/Filming   **Media**   1. *Spin4Kids Plus* 2016 Media Release 2. Sample community calendar post 3. Key message for Media 4. Media Overview 5. What to do when Media attend your event   **Recognizing National Sponsors**   1. Recognizing National Sponsors 2. National Sponsor Thank you Slide 3. Thank you Slide GOODLIFE- Canada 4. Blank PPT Slide 5. ***Spin4Kids Plus* Newsletter** (posted biweekly beginning in January) 6. **Participant Schedule**   [Doodle: Easy Scheduling](http://doodle.com/) |

# **Important Deadlines**

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Please refer to the following deadlines to ensure all obligations are met and opportunities for awards/recognition are not missed.

**Register your Club to take part**

Clubs planning to host a *Spin4Kids Plus* event, or planning to take part in an event at another Club must register on [GoodLifeConnect.Com/GoodLife\_Kids\_Foundation](http://www.goodlifeconnect.com/goodlife_kids_foundation) **by Monday November 30th** in order to receive all *Spin4Kids Plus* support materials and marketing pieces

**Team Captain Registration**

Team Captains who have all team members registered online at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) AND whose Team has raised at least $500 online by **Friday January 29th** will receive a Team Captain technical top in their preferred size on Event Day.

**Participant Registration**

Participants who register online by **Friday January 29th** are guaranteed to receive their preferred size and style of *Spin4Kids Plus* 2016 participant t-shirt on Event Day.

**Event Schedule**

Build your event schedule and send the details of all activities to [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com) by **December 16th.**

**Deposits**

All funds must be deposited into the GLKF RBC bank account **by 11:59pm on Tuesday March 8th**

**Pledge Forms, Waivers & Deposit Slips**

Paper waivers are only required for participants who have **NOT** registered online at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).

Pledge forms must be completed in full for ALL CASH & CHEQUE donations collected on Event Day. This is the only way GLKF can issue income tax receipts to these donors.

**Send all completed Pledge Forms, Waivers and Deposit Slips** to GLKF **by Friday March 18th**. Please send using the Large GLKF labelled envelopes. A supply of envelopes and deposit slips were sent to each Club in January and are available to order at no cost to Clubs on WORKFLOW (SKU: GLKF Envelope Large).

Ensure your package is well labelled to identify which Club/event the forms have come from.

# **Incentives**

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**For Participants**

*Spin4Kids Plus* 2016 offers a number of incentives to support your fundraising efforts.

***Spin4Kids Plus* 2016 T-Shirt**

* **ALL** participant will receive a *Spin4Kids Plus* 2016 t-shirt
* Participants who register online by **January 29th** will be guaranteed their choice of size/style
* T-shirts will be given out on event day at check-in

**Team Captain Technical Top**

* Team Captains who have a full team registered online **AND** their team has raised a minimum of $500 online by **January 29th** will receive a *Spin4Kids Plus* 2016 ‘Team Captain’ technical top (their chosen size) at the event.

**Incentives for Individual Fundraisers**

* Individuals raising a minimum $500 online only will be entitled to a Sport Chek gift card. Value of the gift card dependent on amount raised – see a complete list at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspxhttp://www.spin4kids.com/)
* Online donations made by a fundraiser to their personal total will be deducted from total funds they raised in order to determine the incentive level they have earned
* Funds raised online until **March 14, 2016** will be considered

**All Day Participants**

All Day Participants who have completed the following by **January 29th 2016** will qualify for a long sleeve *Spin4Kids Plus* ‘All Day Participant’ technical shirt

* These are individuals taking on the challenge of participating in the entire duration of their Event
* All Day Participant must register online at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspxhttp://www.spin4kids.com/) using the **ALL DAY PARTICIPANT** registration option
* All Day Participant has raised a minimum $500 online

**For Event Leaders & Clubs**

There are incentives for you to consider in planning for your Spin4Kids Plus event:

* Active Club participation is a consideration for the GoodLife Fitness Top Club of Excellence Award
* Participation in *Spin4Kids Plus* is criteria for the Group Fitness Instructor of Excellence Awards
* GoodLife Kids Foundation Top Fundraiser awards are based on total funds raised by the top 5 multiple club events and top 5 single club events (see page 8)
* Participation in *Spin4Kids Plus* is considered for the GoodLife Kids Foundation Henry Berg IMPACT Award
* The *Spin4Kids Plus* Challenge Trophy is awarded to the event that raises the most money overall.

# ***SPIN4KIDS PLUS* Checklist Overview**

|  |  |
| --- | --- |
| **Step 1**  **Getting Started** | **By the end of November**   * Create a Committee * Register your Club on GoodLife Connect **by November 30** * Talk to other Clubs in your area if you are considering a multiple Club event * Set goals * Brainstorm ideas |
| **Step 2**  **The Next Steps** | **During December & January**   * Build your event schedule- Send details to [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com) by **December 16th** * Market your event * Recruit Teams, Team Captains, and Participants * Fundraising * Sponsorships & Donation of Prizes |
| **Step 3**  **One Month to Go** | **During February**   * February in Club marketing focus is *Spin4Kids Plus* * Continue to recruit Teams and Participants * Recruit Volunteers for Event Day * Committee Meetings – Plan Event Day Set-Up * Continue fundraising * Schedule Teams and Participants |
| **Step 4**  **We’re getting closer** | **1 week before the event**   * Confirm Volunteers * Confirm participation schedule * Confirm/ schedule pick- up or delivery of items for the event * Continue fundraising |
| **Step 5**  **We’re Here** | **Event Day**   * Set-up for your event well in advance of start time * Collect all funds raised * Have fun! * Celebrate your success! |
| **Step 6**  **The Finishing Line** | **To be done by March 8th**   * Deposit all money raised in the GoodLife Kids Foundation Royal Bank account * Send all other information to GoodLife Kids Foundation * Thank all those who participated in your event |

# **STEP 1: Getting Started**

­­­­­­­­­­­­­­This Step is recommended to be completed **by the end of November**. Please complete all components of Step 1 prior to moving to Step 2.

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| --- | --- |
| **Required Components** | **Details** |
| **Register your Club**  All Clubs hosting or participating in a *Spin4Kids Plus* event must register their Club commitment. Note – this is not the same as signing up a team to participate in the event.  **Contact GoodLife Kids Foundation (GLFK)**  Ensure that GLFK has your event contact information so you will receive updates regarding *Spin4Kids Plus*. Information will be sent to your @GoodLifeFitness.com email account.  **Recruit a Committee**  The probability of success is increased by enthusiasm and dedication of the people who plan and organize the event. Make sure there are enough people to share the work, and represent a variety of skills. Consider individuals for the following responsibilities:   * Promotion (recruiting teams/ participants/ ensuring all Associates know about the event and where to gather information from) * Donations (food/ beverages/ prizes) * Recruiting event day volunteers * Tracking team sign up * Event day Check-in desk   Many *Spin4Kids Plus* events have been even more successful when Club Members are part of their Committee  **Talk to Other Clubs in Your Area**  Will you partner up and host one event for all the Clubs in your city/ region?  **Set Goals**  To support the National fundraising goal we recommend that each Club has a minimum of 5 Teams, with each team having 1 to 8 participants. Remember the Team fundraising goal is to raise $1000  **Brainstorm Ideas**  Brainstorm ideas that will enhance your *Spin4Kids Plus* event – prizing for best costumes, team name etc. Host a karaoke contest, silent auctions etc. | Go to: [www.GoodlifeConnect.com/Goodlife\_Kids\_Foundation](http://www.GoodlifeConnect.com/Goodlife_Kids_Foundation)  And look for the *Spin4Kids Plus* option under Fundraising. Choose “CLICK HERE” for the registration link.  You can contact GLKF at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)  or call Tara at 519-661-0190 ext. 623 |

# **STEP 2: The Next Steps**

This step is to be completed during the **Months of December & January**. Please complete all components of Step 2 prior to moving to Step 3.

|  |  |
| --- | --- |
| **Required Components** | **Details** |
| **Marketing your event with items arriving with January Marketing Materials**   * Put out *Spin4Kids Plus* Sponsor Me business cards and 9x12 easel stand   Other Resources that can be used to help with marketing your event are:   * 8.5 x 11 Poster Template – printable and space for your specific event information   **Recruiting Teams, Team Captains and Participants**  \*\*Remember\*\* This event is open to Associates, M**embers** and Guests; no experience is needed! \*\*  We’ve created a Team Captain Kit to support your Team Captains. This can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) and will also be available on Team Captain’s Fundraising Hub of [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)  How do you go about doing this?   * Get your Group Fitness Instructors involved by talking about the event in ALL Group Fitness Classes * Ask Personal Trainers to captain a team of their clients * Approach your corporate members to encourage them to create a company team * Reach out to the businesses and sports teams in your area to invite them to participate and create a team * Invite members and Associates to participate * Talk to Everyone! * Incentives for Participants- see page 11   **Build your event schedule**  Send the details to [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com) by **December 16th** so they can be posted on your Event Location page on [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).  Changes and updates can be sent as needed.  **Fundraising**  Participants can collect credit card donations online or submit cash/cheque donations along with a completed pledge form on event day. Some suggestions for successful pledge collections are the following:   * Set a goal for each Team to raise $1000 (8x $125 per participant) * Take advantage of online fundraising and set up a donation page at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) Pages can be set up for Teams and for Individual Participants * Use the ‘Sponsor Me’ Business Card sent to your Club with the January Marketing Materials. Give them to participants to drive their friends and family to their online donation page for *Spin4Kids Plus* * Tell everyone they know they are participating * Suggest participants ask for donations from family, friends, co-workers, clients and tell them about their goal to help raise a minimum of $1000 with their Team. * Participants can add the cash and cheque donations they’ve collected to their online fundraising page * Corporate Matching Gifts through their employer may be available to some participants.   **Donation of Prizes**  GLKF will provide each event with incentives for participants. You are responsible for securing prizes for other draws you may wish to have. Ask each associate to make their own list of possible sources of donations they could contact. Consider businesses your members are associated with and if they can help you out with this area. | Other Documents listed that can help with your event can be found on page 16  Don’t forget to communicate event information to your Team Captains.  The *Spin4Kids Plus* Team Captain Information Template & Team Captain Kit are available on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx). These are easy ways for you to provide Team Captains with general information and support their role.  Use the Corporate Involvement Kit to help in recruiting company Teams to take part. It’s available on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx).  Donations can be collected online at [Spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)  Donation Pin up Cards are being sent to your Club with February Marketing Materials. Use these to help collect donations for *Spin4Kids Plus* from Members/ others who may not participate otherwise.  A Donation Request Letter can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) |

# **Marketing & Promoting Your Event In Club**

For the month of February, *Spin4Kids Plus* will be the primary in Club marketing focus for GoodLife. This means heightened profile for your event and the Foundation.

**Available on** the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

|  |  |
| --- | --- |
| **Item To Look For:** | **How To Use:** |
| *8.5x11 Poster Template* | Template allows Event Leader to personalize poster with details of their event |
| *Corporate Involvement Package* | To be used by Event Leaders to help recruit Corporate Teams |
| *Team Captain Kit* | Kit provides Team Captains with resources they will need to successfully Captain their team |
| *Participant Guide* | Guide provides Participants with resources and information needed to participate in the event. |

**To arrive in your Club with January Marketing:**

|  |  |
| --- | --- |
| **Item To Look For:** | **How To Use:** |
| *Sponsor Me Business Cards* | Participants will use these to direct their potential supporters to our online donation site |
| *9x12” Easel Stand* | To hold Sponsor me Business cards at the front desk and provide generic event information |

**To arrive in your Club with February Marketing:**

|  |  |
| --- | --- |
| **Item To Look For:** | **How To Use:** |
| *2’x3’ Generic Poster* | To be posted in ALL GoodLife Clubs in February. Encourage participants to sign up |
| *Donation Pin-up Cards* | Minimum $2 per card- allows for additional fundraising in Club |
| *Spin4Kids Plus Motivator t-shirt* | To be worn by Motivators during the month of February to promote the event |
| *Spin4Kids Plus Club Fundraising Thermometer* | To be placed in a high traffic area to highlight the fundraising efforts of your *Spin4Kids Plus* teams |

# **Suggestions for Recruiting Participants**

The following are some suggestions on how to approach individuals when you are recruiting participants for your event. The goal is to keep the GoodLife Peak Attitude and friendly nature throughout, while providing all the information necessary.

**Committee Member:**

Hi there! How are you today? Have you heard about our *Spin4Kids Plus* event, happening on Saturday March 5th?

**Prospective Participant:**

No, I haven’t.

**Committee Member**:

It’s GoodLife’s annual fundraising event, where we raise funds to help Canadian kids get active through our charity GoodLife Kids Foundation. The event consists of a number of one hour fun fitness activities. Teams of 8 participate for an hour each and set a goal of raising $1,000. The great thing about *Spin4Kids Plus* is that no experience is necessary and that Associates, Members, Guests, co-workers – EVERYONE IS WELCOME! We are currently signing up Teams. If you don’t have a Team we can help you find one. Let’s get you signed up today at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fsecure.e2rm.com%2fregistrant%2fsessionExpired.aspx%3feID%3d177123%26lp%3den-CA)

**List of reasons why someone would participate in *Spin4Kids Plus*:** 

* Opportunity to ‘give back’ and help more kids get active
* Try a new activity as no experience is necessary to participate
* Team building opportunity
* Meet new people
* Guests can try the ‘gym experience’
* FUN!

# **STEP 3: One Month To Go!**

This step is to be completed during the **Month of February**. Please complete all components of Step 3 prior to moving to Step 4.

|  |  |
| --- | --- |
| **Required Components** | **Details** |
| **Continue to recruit teams and participants**  Participants can register at [Spin4Kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fsecure.e2rm.com%2fregistrant%2fsessionExpired.aspx%3feID%3d177123%26lp%3den-CA) to take part in the event until the day before the event-March 4, 2016.  **Schedule Teams**  Schedule Teams for each hour of the event. Send an email to each Team Captain so their team members can be notified of when they are participating. For any individual participants please ensure you or a committee designate contacts them regarding their participation time and the team they are on (if you are recruiting them to a team).  **Recruit Volunteers**  Make a list of all the Event Day volunteer roles you will need filled, and determine how many volunteers will be required. Consider approaching a local High School as many school boards require that students complete a mandatory number of volunteer hours before they can graduate  When recruiting, clarify the expectations you have for each volunteer (ie. role and time commitment). This will increase the likelihood of them being there for you.  Volunteers will be needed for the following:   * Meet & Greet * Check-in * Pick up of items * Set –Up * Tear down * Collecting and securing money & pledge forms * Taking photographs * Looking after food & beverage (if providing) * Other duties related to your event * Contacting local media   **Hold Committee Meetings to Plan Event Set-Up**   * When can you begin setting up for the event? * Who will do the set-up and tear down? * Do you need any special materials (i.e.: decorations, tables, chairs, signs, storage and security for money raised and pledge forms, music, garbage cans, recycling bins etc. ) | Please review your Teams & Participants report for ‘Free Agent’ participants- those without a team to join who’ve indicated they would like to be added to a team that needs them. Contact these individuals and assign them to a team.  You can access your Teams & Participants report at any time by logging onto <https://admin.e2rm.com/Login.aspx> using the credentials and instructions provided to you by Tara McGuire |

# **STEP 4: We’re Getting Closer…**

This step is to be completed **1 week before the event.** Please complete all components of Step 4 prior to moving to Step 5.

|  |  |
| --- | --- |
| **Required Components** | **Details** |
| **Confirm Volunteers**  **Confirm Participants**  Remind participants about the event and their commitment to fundraise. Encourage those not registered online to do so. Reach out to Team Captains to assist you with this. You want to have a good idea of how many people will be attending.  **Confirm/ Schedule pick-up or delivery of items for the event**  Ideally whoever has arranged for the items will also do the pick-up. | You can access your Teams & Participants report at any time by logging onto <https://admin.e2rm.com/Login.aspx> using the credentials and instructions provided to you by Tara McGuire |

# **STEP 5: We’re Here!**

This step is to be completed **on the Event day.** Please complete all components of Step 5 prior to moving to Step 6.

|  |  |
| --- | --- |
| **Required Components** | **Details** |
| **Set up for your event well in advance of start time**  ‘GoodLife Class’, means you are ready and fully prepared before the first participant arrives. Ensure materials sent to event day hosts are being utilized.  **Check-In/Front Desk**  It is important for your Check-In/Front Desk to be manned at all times. This will be your ‘Welcome and Info Desk’, where fundraisers turn in monies raised, incentives given out, and funds raised are tracked.  **Donations Turned in on Event Day**  It is important that all cash and cheque donations turned in on event day are properly recorded so GLKF can issue income tax receipts for donations of $20 or more. Complete information should be recorded on a Pledge Form for all cash and cheque donations turned in. If the Team member has not completed a Pledge Form for each donation in advance then one must be completed on site at the event. For random donations received please record the required information on a Pledge Form. Name, complete mailing address, email and amount of the donation are all required.  **Cheques are payable to GoodLife Kids Foundation**  **If your event has multiple Clubs participating** please track how much each individual Club raised through cash and cheque funds raised, and send this information to GLKF. This information is required for the GoodLife Fitness Top Clubs of Excellence Awards selection.  Ensure someone at your Check in Desk has the role of securing all money, cheques and pledge forms.  **Ensure to recognize ALL National Sponsors**  You will be provided with your signage and information so you can easily recognize the National Sponsors.  **HAVE FUN and celebrate your success!**  **Bring the party!** | Clubs hosting Events will receive the following items around February 20th   * T-Shirts for all participants- including a list of sizes/styles that have been guaranteed for participants who registered online prior to January 29th * National Sponsor sign for Check-in Desk * Technical shirts for qualifying Team Captains * Technical shirts for qualifying All Day Participants * GLKF display materials   The following documents for EVENT DAY can be found at the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)   * Check-in Desk Tracker Template * National Sponsor Recognition PPT slides * National Sponsor Announcements * GoodLife Kids Foundation PPT slides * Blank PPT Template to add your own messaging to   Event Leaders for multiple Club events will receive a reminder message regarding this in January/February. |

# **STEP 6: The Finishing Line**

This step is to be completed **by March 8, 2016.**

|  |  |
| --- | --- |
| **Required Components** | **Details** |
| **Depositing Money**  Deposit all cash & cheques in the GoodLife Kids Foundation Royal Bank Account – information regarding depositing funds raised has been sent to all Club Administrators.  Ensure each donor name, complete mailing address, email and donation amount have been recorded on a pledge form. This is the only way GLKF can issue income tax receipts for donations of $20 or more.  **Items to send to GoodLife Kids Foundation:**   * Email of total funds raised and dates deposit(s) made * Copy of teller stamped Deposit Slip, along with a note indicating your Club name and Club number, and the event date * Completed Pledge Forms and waivers to be submitted by March 18, 2016   **Photos**  On [GoodLifeConnect.com/Picture\_Library](https://www.goodlifeconnect.com/Picture%20Library1/Forms/AllItems.aspx) search for the 2016 *Spin4Kids Plus* folder. Then load your high resolution photos (1MB or larger) to the appropriate event location folder.  **Thank You Letters**  Thank all those who participated in your event – Members, Sponsors, Associates, volunteers, etc. You can utilize the Thank You Letter Template we have provided. | In addition to your Club Administrator depositing information can also be found at [GoodlifeConnect.com/GoodLife\_Kids\_Foundation](http://www.goodlifeconnect.com/goodlife_kids_foundation) > General Fundraising.  The Thank You Letter Template can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) |

# **Income Tax Receipting**

**Income tax receipts may only be issued by GoodLife Kids Foundation**

*Online Donations*

Income tax receipts are issued automatically via email for donations made through [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fsecure.e2rm.com%2fregistrant%2fsessionExpired.aspx%3feID%3d177123%26lp%3den-CA) only. Only VERIFIED donations qualify (see Event leader FAQ on page 23 for more information on verified vs unverified donations).

*Cash & Cheque Donations*

Income tax receipts will be issued for cash and cheque donations of $20 + turned in at your S*pin4Kids Plus* event once the following have taken place:

* GoodLife Kids Foundation has been notified that the cash and cheques have been deposited in the GLKF account at RBC
* Completed pledge forms noting all required donor information have been received by GLKF

Donors will receive their income tax receipt via Canada Post approximately 6 weeks after GLKF has received this information. Receipts will be sent by email if an address has been provided.

*What We Can Receipt*

Cash donations of $20.00 or more – complete name, mailing address and email address of the donor are required in order to receipt

*What We Cannot Receipt*

* Donations of prizes, auction items, services, food, beverages
* For the purchase of an auction or draw item, as the donor has received something in exchange for their financial contribution
* Sponsorship contributions in which the sponsor receives a benefit such as recognition

**Depositing Funds Raised**

All funds must be deposited into the GoodLife Kids Foundation Royal Bank account ONLY. CA’s will have GLKF Royal Bank account deposit slips and banking information. More deposit slips are available from [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

DO NOT use the online donation option as a way to deposit the funds.

FOLLOW THESE SIMPLE PROCEDURES FOR DEPOSITING…

1. Complete a GoodLife Kids Foundation deposit slip.
2. Visit your Royal Bank branch to make the deposit – ensure the teller gives you a stamped copy of the deposit slip.
3. Send the deposit slip to GoodLife Kids Foundation at Home Office, including your name, the Club name and Club number. If your event is using pledge forms, they should accompany the deposit slip.
4. Send an email to [lburrows@goodlifekids.com](mailto:lburrows@goodlifefitness.com) to notify of your deposit amount, your name, Club name, and Club number.

**\*\*If your Club scans documents to be sent to Home Office, please refer to the *Scanning Paperwork and Sending to Home Office Manual* on GoodLife Connect for complete details on how to manage paperwork for GoodLife Kids Foundation/Spin4Kids Plus**

**PLEASE REMEMBER…**

* ACCEPT CASH AND CHEQUES ONLY. Credit cards may only be used through [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).
* Debit MAY NOT be accepted for GoodLife Kids Foundation donations. This is because when debit or credit card transactions are processed in the Club; those funds go directly to the Club which is a separate entity from the GoodLife Kids Foundation.
* Do not send cash in the courier or mail to GoodLife Kids Foundation at Home Office.
* If using pledge forms, send all completed forms to GoodLife Kids Foundation at Home Office. Ensure each form is labeled on the back with Club name and number.
* **NEVER shred any document for GoodLife Kids Foundation**

# ****Appendix A: Event Leader FAQ****



**General**

**What is a *Spin4Kids Plus* Event Leader?**

This Associate (or Associates) has volunteered to be the lead organizer of a single or multiple Club event. They are the main person who will be in contact with GoodLife Kids Foundation (GLKF) in preparing for the event.

**What is a *Spin4Kids Plus* Event Officer?**

In many cases the Event Leader is a Group Fitness Instructor and not in the Club on a daily basis. The Event Officer is the In-Club Associate who will support the Event Leader’s efforts and will be the Club contact for GLKF.

OR

For multiple Club events, the Event Officer is the primary contact for Clubs taking part at a multiple Club event but not hosting the event. In this case the Event Officer is the In-Club Associate who will be the main contact for GLKF and lead their Club’s success as part of the multiple Club event.

**What other activities can I have at my event in addition to indoor cycling?**

All events must include at least one hour of indoor cycling. In addition to that you can include other one hour Group Fitness activities such as Sh’Bam, Zumba, BodyPump, BodyAttack, BodyCombat or BodyFlow.

If you would like to include activities specifically for children please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

**Can I host a *Spin4Kids Plus* on another date?**No. The Operations Team has approved the first Saturday in March as the date for Clubs to host *Spin4Kids Plus.* This year’s event is taking place Saturday March 5th 2016.

**What types of communications will I receive from GoodLife Kids Foundation (GLKF)?**GLKF is aiming to keep communications to a minimum but informative and helpful. You can expect to receive the following communications, however there may be occasion where we need to relay import event updates or information that is not included here.

* Initial Welcome Message- includes Event Guide, Goals for your Event and FAQ for Event Leaders. This will be sent to you within one week of registering on GoodLife Connect
* Email with information on how to access the Teams & Participants Report- will include the web link as well as your username and password.
* *Spin4Kids Plus* newsletter- sent biweekly beginning in January. These will be sent via the Editor
* Event Leader Conference Calls- a once monthly call you can choose to take part in. We’ll talk about event planning, successes & challenges as well as general event updates.

**Do I need to have a committee to help me plan *Spin4Kids Plus*?**We highly recommend that you work with a committee of volunteers to help organize your event. The probability of success is increased by enthusiasm and dedication of the people who plan and organize the event. Make sure there are enough people to share the work, and represent a variety of skills. If you are part of a multiple Club event we recommend you include a *Spin4Kids Plus* Officer from each Club as part of your committee.

Consider volunteers for the following responsibilities:

* Promotion (recruiting teams/ participants/ ensuring all Associates know about the event and where to gather information from)
* Donations (food/ beverages/ prizes)
* Recruiting event day volunteers
* Tracking team sign up
* Event day Check-in desk

Many *Spin4Kids Plus* events have been even more successful when Club Members are part of their Committee

**Is there a minimum age for participants?**Yes, in keeping with GoodLife Fitness’ minimum age for members our Participants must be at least 12 years of age. Participants under the age of 18 will require a parent or guardian to sign the event waiver on their behalf.

**February Marketing Focus**For the month of February, *Spin4Kids Plus* will be the primary marketing focus for GoodLife. This means heightened profile for your event and the Foundation. The bulk of promotional materials will arrive with the February Marketing Package at the end of January. Additional information can be found on page 16 of the Event Guide.

**What is the policy regarding Group Fitness Instructor pay for *Spin4Kids Plus*?**Group Fitness Instructors who are teaching during a GLKF event must be paid for the time they spend teaching. The following guidelines are to be implemented:

* Only one Group Fitness Instructor can be paid for teaching per hour of the event. However more than one instructor can be in the class at once taking on other roles. A maximum of 8 hours’ time may be paid per event.
* Group Fitness Instructors will be paid by GoodLife Fitness Clubs through the Group Fitness Manager budget and not by GLKF
* Group Fitness Instructors who wish to donate their wage to GLKF for the time they are paid to teach during a GLKF event may do so in one of the following ways:
  + Send a personal cheque to the GLKF office at Home Office in London ON
  + To donate online for time teaching during *Spin4Kids Plus* go to [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)

In all cases an income tax receipt will be issued to the Group Fitness Instructor making the donation.

If you have any questions about this policy please contact Marian McTeer at [mmcteer@goodlifefitness.com](mailto:mmcteer@goodlifefitness.com)

**Club Registration**

**Where do I register my Club to be part of *Spin4Kids Plus*?**You will need to register your Club’s participation on [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](http://www.goodlifeconnect.com/goodlife_kids_foundation). The deadline to register is **Monday November 30, 2015**

**Do I need to register my Club on spin4kkds.com?**No, your Club does not need to register on [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx). However, if you will be part of a team taking part in the event and raising funds you will need to register as a Team Captain or Participant on [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).

**Website**

**What features does spin4kids.com offer?**The event website offers the following features:

* *Online registration* *for Team Captains and participants* AND dashboards so they can manage their fundraising
* *Electronic waiver-* everyone that registers at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) must ‘sign’ the waiver. This means less paper in the Club and on event day.
* *Online donations* made via credit card
* *Individual pages for each event location-* listing event details as provided by the Event Leader
* Integration with Facebook and Twitter including a Facebook App
* *Event App* for mobile devices- FREE to download
* Fundraising Tips
* *Portal for Event Leaders and Officers* to access event resources

**What is the Event Portal and how do I access it?**We’ve made[spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) the go-to place for all of your Event Resources. These can be accessed on *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal), as well as on [GoodLifeConnect.com/GoodLife\_Kids\_Foundtion](http://www.goodlifeconnect.com/goodlife_kids_foundation)

All Event Resources can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal). See page 9 of the Event Guide for a full list of resources available.

**What is the Teams & Participants Report and how do I access it?**The Teams & Participants Report is a detailed list of who is registered online at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) to take part in your event including their Team information and fundraising details.

These reports can be accessed on demand so you will always have the most up to date data possible.

Details on how to access the report for your event will be sent to Event Leaders directly and can be shared with you event committee as needed.

**What is my event page and what information will it include?**Each event will have a page on [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx). These can be found under the ‘Locations’ tab.

We’ve asked each Event Leader to provide us the following information no later than **December 16th:**

* Host location and address
* Event Start and end time
* When participants can begin checking in on event day
* Main Event Leader name and contact information
* Event fundraising goal
* If the event will feature indoor cycling only or if it will include other Group Fitness activities and if so, which ones
* Schedule of the day including any special activities

Changes and updates to your location page should be sent to Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

**Can Team Captains register their team members?**Yes, Team Captains are able to register their team members while they are completing their own registration.

**What is the *Spin4Kids Plus* mobile app?**The *Spin4Kids Plus* mobile app leverages the power of mobile technology to enable this year’s participant to fundraise. And it’s free to download.

Registered Participants can use this app to:

* Ask friends and family to make a donation
* Log in to their personal page
* Check their fundraising total
* Share with their friends on Facebook and Twitter
* Post updates on their message board

**Can I access the Event Portal using the mobile app?**

No, the mobile app is just for registered participants to manage their fundraising efforts.

**Where can I download the mobile app?**The mobile app can be downloaded free of charge from [iTunes](https://itunes.apple.com/ca/app/spin4kids-plus/id909077783?ls=1&mt=8) and [Google Play](https://play.google.com/store/apps/details?id=com.artez.goodlifespinforkidsplus)

**Event**

**How will funds raised through *Spin4Kids Plus* be used?**

Funds raised will support one of GoodLife Kids Foundation’s programs to get Canadian kids active:

* The [GoodLife4Kids School Program](http://www.goodlifekids.com/school-program/resources-overview/) partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools.
* Our [Grant Program](http://www.goodlifekids.com/grant-program/granting-program/) provides funding for ongoing physical activity programs for children with special needs.
* [Win 4 Kids Contest](http://www.goodlifekids.com/win4kids) is an annual contest where the public is invited to nominate a program in their community getting kids active. Ten finalists are selected and the public votes to determine how much of $100,000 the program will win.

GLKF will be sharing information about provincial and local initiatives with Event Leaders and Officers over the coming months leading up to event day.

**Why should Team Captains and Participants Register online at** [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)**?**

Team Captain’s and Participants who register online ensure:

* We have accurate contact information for them in order to share important event information.
* Event Leaders know who will be attending their event.
* Waivers are signed in advance of the event meaning one less detail to worry about on event day
* GLKF can send a thank you to each team captain and participant that has registered online after the event
* Helps to build the list of potential participants for the following year
* Team Captains and Participants will have access to a simplified fundraising opportunity and therefore greater opportunity to reach their fundraising goals
* Participants who register online by January 29th will be guaranteed their *Spin4Kids Plus* 2016 t-shirt style and size

**Can participants take part for more than one hour?**Yes, Participants can take part for one or more hours if your schedule will allow it. Anyone participating for the entire day is considered an **All Day Participant** and should register as such. By Registering as an All Day Participant they will be eligible for the All Day Participant incentive. Their goal is to raise a minimum $1000.

**How many people can be on each team?**Each team can have a maximum of 8 members. If you have more than 8 people who want to be on the same team they will need to create a second team for the additional members- we recommend that one of the addition members register the second team to ensure a full 8 spots for participants.

**What is the Free Agent Pool?**Our Free Agent Pool is a list of participants at each event that have registered but don’t have a team to join. Free Agents have identified themselves during their online registration as being willing to be ‘drafted’ by their Event Leader to a team in need of additional members.

These Participants will be identified on your Teams & Participants Report.

**Scheduling Participants**We’ve included a link to Doodle Easy Scheduler on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal). to help you manage your participant schedule. Doodle is a free online scheduling tool, instructions on how to use it can be found at [Doodle.com](http://doodle.com/)

Please ensure all Team Captains/Participants are notified of their scheduled time a minimum of 2 weeks in advance of the event.

**Donations and Fundraising**

**What is the Fundraising Formula?**

The Fundraising Formula is how we are going to reach our national goal of raising $1 million through *Spin4Kids Plus* 2016. We’re asking each Team to raise a minimum $1000 ($125 x 8 team members) and each individual to raise a minimum $125.

Multiple hour participants should be aiming to raise a minimum $125 for each hour they will be taking part.

**What are the fundraising requirements?**

* Teams raise a minimum $1000 (8 participants x $125)
* Individuals raise a minimum of $125
* Multiple hour participants raise a minimum $125 for each hour they will be taking part

**Why should Team Captains and Participants Fundraise online at** [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)**?**

There are a number of benefits to fundraising online for *Spin4Kids Plus*:

* Our [Fundraising Incentive Program](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=Incentives) is only available for donations raised through [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)
* Easily connect with friends, family and co-workers to ask for their support
* Donations can be made with credit card. Note: Credit card or debit donations may not be accepted at a GoodLife Fitness Club
* Income tax receipts for donations of $20 or more are issued via email immediately after a donation has been made – instant thank you to donors
* All donations made to a participant will appear in both their individual and Team’s total.
* Collecting donations online means Event Leaders don’t have to collect cash or cheque donations on the day of the Event or ensure that hand written pledge forms are completed accurately so that income tax receipts can be issued. All of this is already taken care of through the online credit card donation
* As an Event Leader or Officer you know if advance of event day how fundraising for your event is growing
* Online fundraisers can download the Free *Spin4Kids Plus* mobile fundraising app to support their efforts

**What are split Team donations?**These are online donations made directly to a Team and not to a specific team member. The donation is divided equally between any team members registered at the time the donation was made. For example, a $20 donation to a team with 4 members would be show as 4 x $5 donations. The donor would receive one income tax receipt for the full donation amount.

Note: Split Team donations may only split evenly between Team members.

**Where do I find a pledge form for cash and cheque donations?**You can download a pledge form on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND at [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**Who should cheques be made out to?**Cheques should be made out to GoodLife Kids Foundation.

**What are Corporate Matching Gift s?**

Many companies offer a Corporate Matching Gift program – matching donations made by an employee to a charity. This offers a great opportunity to boost Corporate Team fundraising efforts.

Many Matching Gifts donations are not received by GoodLife Kids Foundation until after *Spin4Kids Plus*. Please take the following steps to ensure these donations are included in your event fundraising total and to ensure they are included for any incentive opportunities the participant may qualify for.

* Email Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) and provide the following information
  + Participant Name or Team Name
  + Company name
  + Event location
  + Participant’s donation amount
  + Amount anticipated from their company’s Matching Gift program
* Provide the following GoodLife Kids Foundation details to the Matching Gift program representative as required

GoodLife Kids Foundation

201 King Street

London ON N6A 1C9

Contact: Lisa Burrows, Executive Director

[lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

519-661-0190 ext 273

Registered Charity #89126 2628 RR0001

* Cheques to be made payable to GoodLife Kids Foundation

For more information regarding Corporate Giving please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

**Incentives**

**Are there incentives for Clubs participating in or Associates volunteering for *Spin4Kids Plus*?**

Yes, there are incentives for you to consider in planning for your *Spin4Kids Plus* event:

* Active Club participation is a consideration for the GoodLife Fitness Top Club of Excellence Award
* Participation in *Spin4Kids Plus* is criteria for the Group Fitness Instructor of Excellence Awards
* GoodLife Kids Foundation Top Fundraiser awards are based on total funds raised by the top 5 multiple Club events and top 5 single club events (see page 8)
* Participation in *Spin4Kids Plus* is considered for the GoodLife Kids Foundation Henry Berg IMPACT Award
* The *Spin4Kids Plus* Challenge Trophy is awarded to the event that raises the most money overall.

**What are the incentives for Participants?**

**Incentives for Individual Fundraisers**

* Individuals raising a minimum $500 online only will be entitled to a Sport Chek gift card. Value of the gift card dependent on amount raised
* This incentive only available to those raising funds through [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)
* Funds raised online until March 14, 2016 will be considered
* Online donations made by a fundraiser to their personal total will be deducted from total funds they raised in order to determine the incentive level they have earned

**Team Captain Technical Top**

* Team Captains who have a full team registered online **AND** their team has raised a minimum of $500 online by **January 29th** will receive a *Spin4Kids Plus* 2016 ‘Team Captain’ technical top (their chosen size) at the event.

**All Day Participant Technical Top**

* All Day Participants who have registered online **AND** raised a minimum $500 online by **January 29th 2016** will receive a long sleeve *Spin4Kids Plus* ‘All Day Participant’ technical shirt (their chosen size) at the event.

***Spin4Kids Plus* 2016 T-Shirt**

* **ALL** participant will receive a *Spin4Kids Plus* 2016 t-shirt
* Participants who register online by **January 29t**h will be guaranteed their choice of size/style
* Ladies have the option to choose a women’s style shirt

Full details about [incentives](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=Incentives) can be found at [Spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).

**What is the difference between verified and unverified offline donations?**

Verified offline donations are donations and lump sum amounts that you have added to your fundraising total and chosen to ‘Pay In’ with a credit card. These will be included in your online fundraising total when calculating and awarding incentives.

Unverified offline donations are donations and lump sum amounts that you have added to your fundraising total but not chosen to ‘Pay In’. They will show in your overall total but since funds have not been received by GoodLife Kids Foundation yet they cannot be included when calculating and awarding incentives. These funds need to be turned in on event day with a completed pledge form.

**How do we manage distributing participant t-shirts to those who have been guaranteed their size/style of choice?**

All Participants who have registered online by January 29th have been guaranteed their size and style of shirt on event day. We recommend 1) A volunteer to look after this on event day and 2) Separating out enough shirts to distribute to this group as they arrive.

GLKF will provide a distribution list for each event. These will be emailed out to Event Leaders by Feb 26th 2015. Questions can be directed to Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

**Who can I contact with questions about incentives?**If you have questions about incentives please email Tara McGuire at [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com)

**Event Day**

**Participant Waivers**All participants who register online will be required to accept our electronic waiver. Any participants who have not registered online, or participants under the age of 18, will need to sign a waiver on event day. It is up to the Event Leader to download the waiver from *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND at [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) and print as many copies as required. We highly encourage online registration so paper waivers are not required. Le’s save trees!

**Accepting Donations at your event**Anyone who makes a donation of $20 or more on Event Day is entitled to receive and Income Tax Receipt. Please use the *Spin4Kids Plus* pledge form found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) AND at [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) to track these donations at your check-in desk.

IMPORTANT: Without complete donor information (Full name, mailing address and email address) we CANNOT issue an income tax receipt.

**About GoodLife Kids Foundation (GLKF)**

**What is GLKF?**GoodLife Kids Foundation raises funds to support national, provincial and local programs that provide ongoing physical activity opportunities for kids and remove some of the barriers currently holding children back from living a healthy active life.

To date GoodLife Kids Foundation impacted over 235,000 Canadian children through physical activity opportunities. Our programs include:

The **GoodLife4Kids School Program** partners with local teachers to teach fitness skills in grade 4 classes at no cost to schools.

Our **Grant Program** provides funding for ongoing physical activity programs for children with special needs.

**Win 4 Kids** is an annual contest where the public is invited to nominate a program in their community getting kids active. Ten finalists are selected and the public votes to determine how much of $100,000 each program will win.

To learn more visit [goodlifekids.com](http://www.goodlifekids.com)

Join the conversation on getting Canadian kids active at [facebook.com/GoodLifeKids](http://www.facebook.com/goodlifekids) and on Twitter [@GoodLifeKids](http://www.twitter.com/goodlifekids) #Spin4Kids

**Is GLKF a registered charity?**Yes, our registered charitable number is #89126 2628 RR0001

**Where can I learn more about GLKF?**You can learn more about GLKF by visiting the About GoodLife Kids Foundation Page at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) or by visiting the Foundation website at [goodlifekids.com](http://www.GoodLifeKids.com)

# ****Appendix B: Communicating with Participants****



To ensure that we maintain CASL compliance we are providing you with email templates to help you recruit Participants/Teams and to support your fundraising efforts for *Spin4Kids Plus 2016*. In addition, we are providing some guidelines around how you should be communicating with GoodLife Fitness Members about *Spin4Kids Plus 2016*.

**Team/Participant Recruitment And Fundraising – Email Templates**

When you register as a Participant and/or Team Captain at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx), you will have access to a variety of email templates through either your Personal Fundraising Hub or the Team Captain Hub. Please select the appropriate email message to send to your personal network only.

**Guidelines For Communicating With Members About *Spin4Kids Plus***

Electronic communication with our Members, which includes emails from your GoodLife Fitness account, should only be focused on our Members’ GoodLife Fitness Memberships and any activities related to their Membership such as Personal Training or Team Training. We **do not** currently have permission to email or call our Members about the GoodLife Kids Foundation or *Spin4Kids Plus*. Please reserve all communication about *Spin4Kids Plus* with Members to face-to-face conversations in the Club. You are welcome to direct them to the *Spin4Kids Plus* section of the GoodLife Kids Foundation (GLKF) website or [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) as well. Should a Member request that you send them information via email, you are approved to send them the email templates provided at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) via your GoodLife Fitness email account. These templates are only accessible to you if you have registered your participation at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx).

If you are an Event Leader, Event Officer or Team Captain, you may communicate with Members who have registered *for Spin4Kids Plus* in the same manner as you would communicate with Guests. You may email them to schedule the time they are to participate and to provide them with any specific event information or updates.

If you are an Event Leader or Event Officer you may communicate with participants from the 2015 event in order to invite them to participate again in 2016. When communicating with this group, please identify yourself as an Event Leader/Officer volunteering on behalf of GoodLife Kids Foundation for *Spin4Kids Plus 2016*. Please also include the following in your email message: Contact GoodLife Kids Foundation directly at 519-661-0190 ext. 623 or [tmcguire@goodlifekids.com](mailto:tmcguire@goodlifekids.com).

**Social Media And *Spin4Kids Plus***

You are encouraged to use your private social media channels to promote *Spin4Kids Plus* in the following ways:

* Post news about your *Spin4Kids Plus* events
* Share posts from GLKF and GoodLife social media channels
* Post your personal fundraising link

**Reminder:** You are not approved to private message Members about any topics, including *Spin4Kids Plus*.

When you share news about *Spin4Kids Plus*, please use the following social media handle and hashtags: **@GoodLifeKids** and **#Spin4Kids**.

Please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) if you have any questions.

# ****Appendix C: Event Day Planning****



***Spin4Kids Plus* 2016: Event Day Planning**

**Overview**

1. Managing Your Check-In Desk
2. Volunteers
3. Check-in Desk Supplies
4. Waivers and Photo Release
5. Incentive Distribution
6. Collecting Funds & completing Pledge Forms
7. Multiple Club Events
8. Incentives for Club & Event Organizers
9. Profiling National Sponsors and GLKF
10. Important Deadlines
11. Other Considerations

**Managing Your Check-In Desk**

As there are a number of important things to be looked after at your *Spin4Kids Plus* Check-in Desk, we recommend you use this guide to make this area run as smoothly as possible. Treat this area like your Club Front Desk – meet, motivate, warm welcome to all participants/volunteers/media/spectators, etc.

**VOLUNTEERS**

We recommend 2 – 3 people to cover your Check-in Desk at all times. Attention to detail is important. The busiest period will start approximately 20 minutes before each hour of your event and last until the ‘session’ begins each hour. Volunteers will be looking after:

* Checking in event participants
* All participants who have not registered online must sign a *Spin4Kids Plus* Waiver and Photo Release form. These are to be printed from the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) as we will not be providing copies for you.
* Collecting money, cheques and pledge forms and securing them
* Tracking Individuals and Team fundraising totals
* Ensuring pledge forms are completed in full for cash & cheque donations received
* Handing out incentives
* Acting as the event ‘information booth’

**CHECK-IN DESK SUPPLIES**

**Items provided by GoodLife Kids Foundation:**

**Found on** the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) and [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

* Check-In Desk Tracker Template
* Blank Pledge Forms- to track donations made on event day
* Recognizing National Sponsors
* Participant waiver

**To be shipped to the Host location in late February**

* Tabletop National Sponsor Recognition Sign
* *Spin4Kids Plus* 2016 participant t-shirt- Please review the Incentive Distribution Information provided with this delivery
* Event decorations
* Social Media Photo Frame

**Items you will need to secure for your Check-In Desk:**

* Volunteer schedule for all activities for the day
* Computer – in order to use Check-in Desk Tracking Template. If you have access to Wi-Fi you may continue to get online donations for your event at [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx)
* Copies of your Check-in Desk Tracker lists if tracking manually
* Cash box and/or secure tote box to secure donations and pledge forms
* Calculator
* Supply of pens for completing pledge forms
* Pens, highlighters, stapler/staples, paper, post-it notes, paperclips etc
* Signs recognizing local sponsors of food, beverages, etc
* Tablecloth
* Other items specific to your event

**Waivers & Photo Release**

* On Event Day, all participants who are under the age of 18 and those who have not registered online must sign the *Spin4Kids Plus* Waiver and Photo Release.
* Copies of the Waiver & Release Form can be printed from the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation.](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* You should post a notice in a high-traffic/highly visible area that photos and/or videos may be taken during the event. This notice can be printed from the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation.](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**Incentive Distribution**

*Spin4Kids Plus* Incentives are distributed at your Check-In Desk. These include:

* A *Spin4Kids Plus* T-Shirt for all participants. Participants who registered online prior to January 29th have been guaranteed their size/style. Please refer to the Incentive Distribution Information provided with this delivery
* Team Captain Technical Top and All Day Participant Technical Top- will be sent to Event locations for Team Captains and All Day Participants who have met the requirements to receive a shirt (see page 11 for details)

**Collecting Funds and Pledge Forms**

Accurate tracking of funds is important:

* Ensures correct disbursement of the *Spin4Kids Plus* incentives
* Event and individual Club fundraising results are used to determine GLKF Top Fundraiser Awards and GoodLife Fitness Top Club of Excellence Award
* Accurate income tax receipting to be completed by GLKF

**Required**:

* Using the Check-in Desk Tracker Template available to download from the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* Match cheques/cash turned in at the event to pledge forms
* Pledge forms are completed in full and legibly for all donations of $20+ turned in on event day
* Do not add online donations to manual pledge forms
* Multiple Club Events- track amount raised by each participating Club

**Profiling National Sponsors and GLKF**

**GoodLife Kids Foundation**

On the day of the Event, be sure to highlight GLKF. You should:

* Prominently display the GLKF signs sent to host Clubs with your event day materials
* Use the GLKF PowerPoint slides to run throughout the day- if you have access to a projector
* Display the GLKF banner - all Clubs should have one in storage.
* Identify GLKF Grants and GoodLife4Kids School Programs in your area- information provided by GLKF and/can be found at [goodlifekids.com](http://www.GoodLifeKids.com)

**National Sponsors**

On the day of the Event, be sure to profile our National Sponsors:

* Display the table-top Thank You sign provided by GLKF at your check-in desk
* Use PowerPoint slides if equipment is available.
* Make announcements in lieu of slides.
* Refer to *Spin4Kids Plus- Recognizing National Sponsors* found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx) for full details and announcements to be made.

**Important Deadlines**

Tuesday, March 8th, 2016 – 11:59PM Local Time

* All funds deposited in the GLKF account at RBC and GLKF office notified of deposit and deposit amount

Friday, March 18th, 2016

* Waiver and Photo Release forms completed on Event Day sent to GLKF by this date.
* Completed pledge forms and deposit slips to GLKF

**Other Considerations**

**Extra Equipment**

For fitness activities that require equipment (ie cycling, BodyPump) it is highly recommended that you have 2-3 extra sets of equipment where possible, for extra participants who show up unregistered on the day-of. (Note: they must also fundraise or donate a minimum of $125 per hour of participation.)

**Inclement Weather**

Advise immediately if need to cancel- [lburrows@goodlifekids.com](mailto:lburrows@goodlifefitness.com), [mmathes@goodlifekids.com](mailto:mmathes@goodlifekids.com); [mediarelations@goodlifefitness.com](mailto:mediarelations@goodlifefitness.com) and [social@goodlifefitness.com](mailto:social@goodlifefitness.com). Use this as your subject line- SPIN CANCELLED DUE TO WEATHER- (event location)

# ****Appendix D: Media****



**MEDIA: What to do when Media attends your event?**

When media arrive you’ll have only a short time to showcase *Spin4Kids Plus* and show the public the incredibly caring, charitable and party-like atmosphere that YOUR Club brings to the community!

**Media Spokesperson:**

* It is recommended that the Event Leader be the main spokesperson, all day, for the event
* Should the organizer not feel comfortable or wish to be on camera/radio/in newspaper, designate someone who’s played a major role in making the event a success and will be knowledgeable with all that is taking place at your event.

**Photography/Filming Sign**

* Ensure a copy of the Photography/Filming Notice is posted at your event. It can be found on the *Spin4Kids Plus*  [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**When media arrives:**

* **‘World-class meet and greet’**—just as you would a new member, a warm welcome will set the tone of the journalists experience and how they write/talk about your event.
* **Give them a copy of the media release –** Can be found on the *Spin4Kids Plus*  [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* **Gather information prior to interview**—is there something specific they’d like to cover? Maybe it’s an interesting participant story, talk about the broad trend of childhood obesity/inactivity, or perhaps they’d like to simply learn about the event as a whole
* ***Ask****: is there a specific angle you’d like to talk about or just covering the event as a whole?*

**For all media interviews:**

* **Focus on the top three messages** you’d like to communicate – this will focus your responses and structure the story.
* **Start with your main message** and speak in complete sentences - be clear and get right to the point. Use stories and examples to explain your points.
* **Substitute “GoodLife” for “we”** every few sentences.
* **If the reporter asks if you have anything else to add take that opportunity** – provide a website address, or urge the audience to do something:
  + Come check out the event
  + Encourage local organizations to apply for a grant at [www.goodlifekids.com](http://www.goodlifekids.com)
  + DONATE ONLINE at [Spin4Kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=direct%2fnone) etc

**KEY MESSAGES ABOUT *SPIN4KIDS PLUS*: Celebrating 5 years of fitness fun!**

* *Spin4Kids Plus* is one of Canada’s largest one-day fitness fundraisers, in support of GoodLife Kids Foundation- a private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life.
* The event will feature thousands of participants, on teams of up to eight (beginners to experts), taking part at GoodLife Clubs across the country.

***Spin4Kids Plus* is On a Roll!**

* In the first four years, *Spin4Kids Plus* events have raised over $2.4 million dollars.
* *Spin4Kids Plus* is celebrating its 5th anniversary in 2016!
* Our goal for 2016 is to raise $1,000,000 to get Canadian kids active.

**How did *Spin4Kids Plus* Begin?**

* March of 2011, Dr. Richard Barter, GoodLife Group Cycling instructor and Emergency Room Physician in St. John’s NFLD, held a spin-a-thon event to help more Canadian kids benefit from an active life.
* With the help of GoodLife members, Associates, and their friends and family, Dr. Barter, raised over $23,000 for GoodLife Kids Foundation.
* This success brought upon the idea for a coast-to-coast challenge to other GoodLife Clubs—a nationwide spin-a-thon, with hundreds of teams across the country spinning simultaneously in support of GoodLife Kids Foundation- and in 2012, the first national *Spin4Kids* event was born.
* In 2015, the event was renamed *Spin4Kids Plus*  as it evolved to include a range of indoor fitness options for participants.

**Who/What are you raising money for? GoodLife Kids Foundation**

* GoodLife Kids Foundation is a private foundation with a vision for every Canadian kid to have the opportunity to live a fit and healthy good life.
* **To date, GoodLife Kids Foundation has impacted over 235,000 Canadian children through the GoodLife4Kids School Program, Grant Program and Win 4 Kids Contest.**
* The GoodLife4Kids School Program had a successful first year in 2015 and is anticipating 300% growth for 2016. The School Program is a partnership sharing GL4K Coaches’ passion for fitness and physical activity with grade 4 students and teachers at no cost to their schools.
* To learn more about the GoodLife Kids Foundation’s Programs visit [goodlifekids.com](http://www.goodlifekids.com/)**.**

**Stats about physical activity and obesity in Canadian Children**

* 91% of Canadian kids are not meeting the minimum requirement of 60 minutes of moderate/vigorous physical activity per day.
* There is a growing body of research demonstrating that physical activity and fitness can benefit academic performance for children.
  + Active kids concentrate better and have increased attention, memory and focused behaviours that can lead to enhanced learning.
* During waking hours, 5-17 year olds spend an average of 8.5 hours per day being sedentary
* Studies show this is the first generation of Canadian children who won’t outlive their parents.

**Media Interview Tips**

**TV interviews:**

* Look at the interviewer, not the camera
* Be energetic and wear your *Spin4Kids Plus*  T-Shirt
* Suggest visuals to accompany the interview – demonstrate an exercise, show how to ride an indoor cycle, get the reporter to try a piece of equipment or an exercise.

**Radio interviews:**

* Describe what you’re doing because people can’t see you.
* Suggest sounds that could accompany the story – i.e. people cheering for their team or weights clanking.
* Be energetic and enthusiastic
* Focus your messages and get to your main points early in the interview - your interview will likely be edited, so you want your quote to be clear and informative.

**Print interviews:**

* Print stories can include more information than broadcast, so cover your three key messages and provide examples, stories.
* Be focused to help the reporter understand the key points – steer the interview by bringing it back to your three key messages.
* Consider and suggest ideas for a photo to accompany the story – think of fun ideas that show the *Spin4Kids Plus* event.

# ****Appendix E: Health & Safety****



***Spin4Kids Plus* 2016: Health, Safety and Issue Management**

**The Health & Safety Point Person for your Event is responsible for knowing the location of all available First Aid Kits and AED machines. They must be trained to administer First Aid and CPR if needed and be available for the duration of the Event.**

**First Aid Kit:** Every *Spin4Kids Plus* event, whether in a Club or other location, must have a first aid kit present at all times. If your Event is at another venue such as a hotel or mall, you may need to bring a First Aid Kit with you. Ensure all of your Event Volunteers, especially those with First Aid training, know where the kit is located.

**CPR:** *It is highly recommended that at least 2-3 of your Event volunteers have First Aid & CPR training. While they will have other duties throughout the day they will also be available to respond to any emergencies that may arise.*

*IMPORTANT:* If you will have children under the age of 12 participating in ANY part of your event you MUST have someone child specific CPR (known as CRP-C) present at your Event during those times

**AED:** Know where the closest AED is located to your event. If your event is located out of the Club, ensure you have checked with the manger/owner of the property as to the location of the AED. Please watch the AED instructional video on GoodLife Connect: Home > Shared Documents > Health and Safety > Automated External Defibrillator (AED)

In the occurrence of a *critical* health and safety or cardiac event, once all precautions and proper medical processes have been completed, please ask the General Manager to activate Critical Response Code Blue which is medical emergency. GoodLife’s critical response number is 1-844-444-3944

**Violence & Harassment:** GoodLife Fitness has a zero tolerance policy towards violence and harassment. Please familiarize yourself with this policy and report any incidents from Event Volunteers, Associates, Member or participants as required.

**Hydration & Nutrition:** Encourage all participants have enough water to last them the duration of their activity by notifying them of the closest water fountain or tap. For those participants taking part for more than one-hour, it will be imperative that they also have proper nutrition/snacks as well as plenty of water.

**Money Handling**

**Lock box/Safe:** All funds must be placed and remain in a lock box or safe until they are deposited.

**Money Managers:** It is highly recommended that 1 person be responsible for cash/cheques at all times during your event. Should this person need to leave for any reason, designate 1 other person to secure the donations**. *\*You have until midnight on Tuesday March 8th to deposit funds!\****

**Change Jar:** If you are collecting spare change at your event it is also to be monitored by the Money Manager or her/his appointed person.

**Inclement Weather**

(Or other events that cause Club/location to be closed—ie. Water pipes breaking, power outage, etc.)

*Events will be cancelled/postponed at the discretion of the Event Leader OR if Club Operations decide to close your Club due to weather in the area or Club functionality issues.*

In the event of inclement weather, it will be the Event Leader’s responsibility to notify your participants. It is recommended that you contact the Team Captains and have them reach out to their participants.

Please also email [lburrows@goodlifekids.com](mailto:lburrows@goodlifefitness.com), [mmathes@goodlifekids.com](mailto:mmathes@goodlifekids.com); [mediarelations@goodlifefitness.com](mailto:mediarelations@goodlifefitness.com) and [social@goodlifefitness.com](mailto:social@goodlifefitness.com) using subject line- SPIN4KIDS PLUS CANCELLED DUE TO WEATHER- (event location). This is so your cancellation notification can be posted on the GLKF and GoodLife’s National and Regional Facebook Pages along with Twitter.

**Money Collection:** It is still the Event Leader’s responsibility to collect the funds that were raised by teams. Please refer to page 10 for deposit deadlines.

**Contest/Draw/Fundraising Grant Eligibility:** If your event needs to be cancelled, you are still eligible for all contest, draws, and prizes based on your fundraising totals—the deadlines for these will be postponed to accommodate fund collecting.

**Rescheduling your event:** Rescheduling your event: If you would like to attempt to reorganize your event it will be your responsibility to do so and keep/distribute all of the products and materials provided by GoodLife Kids Foundation. Funds must still be collected within deadlines provided by GoodLife Kids Foundation. Events may not be rescheduled for any reason without consulting GLKF and Club Operations.

**Extra Equipment**

When possible, it is highly recommended that you have 2-3 extra sets of equipment for fitness activities that require equipment. This will allow for equipment not working properly and/or extra participants who show up unregistered on the day-of. (Note: they must also fundraise or donate a minimum of $125 per hour of participation.)

# ****Appendix F: Securing Local Sponsors****



**Tips for Securing Product/Service Donations & Local Sponsors**

When considering companies to approach for support consider if they are best fit for:

* Donating product and/or services for the event

OR

* Committing financially as a Local Corporate Sponsor

**Recommendations for Success:**

* For multiple Club events it is best to work together in order to achieve the greatest outcome. Having an organizing committee with representatives (*Spin4Kids Plus* Officers) from all Clubs involved is a great way to share the work load
* Create a list of supplies and services you will need to make your event a success. These items could include decorations, food & beverages, prize donations, DJ services, photographer/videographer, etc
* Approach Associates and Members who may have connections for the donations you require and work with them to make a request.
* For requests of product/services, use the *Donation Request Template* located on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* Be specific with your requests if you can – if you need 10 cases of water ask for 10 cases and of course be thankful for what they can provide
* Ensure all product/service donors are recognized publically at your event
* Thank all donors of product/services after the event. A *Thank You Letter Template* can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* **IMPORTANT-** Income tax receipts will not be issued for donations of products or services

**Local Corporate Sponsors**

Local businesses may be interested in sponsoring your event with a financial commitment in exchange for sponsorship benefits. GoodLife Kids Foundation has prepared a specific recognition package for Local Corporate Sponsors contributing $2,500 and $5,000. If you have a potential sponsor at this level please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) prior to making your approach for their commitment.

**NOTE:** Local Corporate Sponsor financial commitments that are secured by you/your committee will be added to your event’s fundraising total.

# ****Appendix G: Bring the Party! Making your Event Fun & Successful****



**Tips for Making Your Event Fun and Successful**

**It’s our 5th Anniversary so let’s Bring the Party!**

**Fun ideas to consider while planning your event:**

* Offer prizes for best dressed team
* Offer prizes for best team name
* Have hourly draws with donations from local supporters
* Have a theme each hour
* Invite local celebrities to take part
* ****Invite local businesses to ‘sponsor’ a team of kids – ages 12+
* Keep participants fueled with snacks donated by local supporters
* Bring the work of GLKF to life at your event with our PowerPoint Presentation. All you need is a laptop, projector and screen or blank wall and you are ready to go   
  (PPT presentation available on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx))
* Recruit a volunteer photographer to capture participant in action and or/framed in our Social Media Photo Frame

**Tips for making your event successful:**

* Form a Committee to share in the fun of organizing this event. Invite Members to be part of the Committee- this has worked well for many events.
* Connect with other local Clubs and work together to maximize your reach in the community. If you know of a Club that has had a very successful event, reach out to them for advice.
* Give ‘Sponsor Me’ Business Cards to all participants so they can direct their supporters to their online fundraising page
* Make announcements at all Group Fitness classes
* Encourage Personal Trainers to enter a team with their clients
* To be successful in achieving fundraising goals Clubs will want to recruit MULTIPLE Teams of 8 participants, with each Team raising a minimum $1000
* Recommend all participants use the [spin4kids.com](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspx) online fundraising site as the best and easiest way to manage their fundraising efforts.
* Recruit corporate teams – great team building event and way to ‘give back’ as a company - Corporate Involvement Kit can be found on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)
* Promote your event at [facebook.com/goodlifekids](http://www.facebook.com/goodlifekids) and on Twitter (#Spin4Kids and [@GoodLifeKids](http://www.twitter.com/goodlifekids)) and challenge other events
* Set-up computers at your event so you can continue to collect donations through [spin4kids.com](http://www.Spin4Kids.com) on the day of the event
* Take photo copies of pledge forms before sending to GLKF both for your records and in case GLKF requires additional copies

# ****Appendix H: Fundraising & Corporate Matching Gift Donations****



**Fundraising**

Collecting Pledges will ensure you reach your fundraising goal. Teams and Individuals may collect pledges in the following ways:

**Online Fundraising at** [**spin4kids.com**](https://secure.e2rm.com/registrant/LoginRegister.aspx?eventid=177123&langpref=en-CA&Referrer=https%3a%2f%2fadmin.e2rm.com%2fEventSummary.aspxhttp://www.spin4kids.com/)**:**

* EASIER for your participants to collect pledges
* EASIER for someone to donate as soon as they are asked
* Provides the option to GIVE VIA CREDIT CARD
* Involves LESS DEPOSITING by the Club Administrator
* INCOME TAX RECEIPTS are provided instantly
* With access to the internet on Event Day you can collect donations right at your event

**Use our online donation site to:**

* Set up a Team fundraising page
* **PARTICIPANTS** can set up their own donation page associated with their Team Page

**Collecting Cash & Cheque Donations**

* Participants to complete pledge forms with donor information for cash and cheque donations and bring all pledge forms and donations to the event
* At the event collect donor information on a pledge form for other donations received day of
* Donor name, complete mailing address and an email are required for issuing income tax receipts
* Income tax receipts will be issued for donations of $20+.

Pledge forms can be printed from the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**IMPORTANT –** Clubs considering hosting other fundraisers to support their event must do the following before you proceed:

* Contact GoodLife Kids Foundation, their Divisional Manager, their Group Fitness Manager AND the Event Leader for their event
* Consider Clean & Tidy, Pleasant & Present and how the fundraiser ensures these important Member experience elements remain in place.

**Reminder-** Cash/cheque donations must be deposited in the GoodLife Kids Foundation bank account at RBC and NOT THROUGH THE ONLINE DONATION OPTION. See Depositing Funds for GoodLife Kids Foundation document on the *Spin4Kids Plus* [Event Portal](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=EventPortal) or [GoodLifeConnect.com/GoodLife\_Kids\_Foundation](https://www.goodlifeconnect.com/GoodLife_Kids_Foundation/default.aspx)

**Corporate Matching Gifts**

Many companies offer a Corporate Matching Gift program – matching donations made by an employee to a charity. This offers you a great opportunity to boost your Corporate Team fundraising efforts.

As many Matching Gifts donations are not received by GoodLife Kids Foundation until after Spin4Kids Plus, please take the following steps to ensure we can add the donation amount to your fundraising total and include them for any incentive opportunities you may qualify for.

* Email Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) and provide the following information
  + Your Name
  + Your company name
  + Your event location for Spin4Kids Plus
  + Amount of your donation
  + Amount anticipated from your company’s Matching Gift program
* Provide the following GoodLife Kids Foundation details to your Matching Gift program as required

GoodLife Kids Foundation

201 King Street

London ON N6A 1C9

Contact: Lisa Burrows, Executive Director

[lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

519-661-0190 ext 273

Registered Charity #89126 2628 RR0001

* Cheques to be made payable to GoodLife Kids Foundation

For more information regarding Corporate Giving please contact Lisa Burrows at [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com)

# ****Appendix I: Finding Information about GLKF in your Community****



**Finding Information about GLKF in Your Community**

Important to the fundraising success of your event is being able to share with your participants where money raised is being used in your community and/or your province. This information is available to you:

*GoodLife4Kids School Program*

* List of participating schools available at [goodlifekids.com](http://www.goodlifekids.com) under School Program

*Grant Program*

* Check out 2014 & 2015 Grant Recipients by province at [spin4kids.com](https://secure.e2rm.com/registrant/cms.aspx?EventID=177123&LanguageCode=en-CA&UrlSegment=grant) under GoodLife Kids Foundation
* Stories about all GLKF Grants can be selected from the [Grant Recipient](http://www.goodlifekids.com/grant-program/map_grants/) page at [goodlifekids.com](http://www.goodlifekids.com)

*Win 4 Kids Contest Finalists*

* If there is a Win 4 Kids 2016 Contest Finalist in your area learn more about them at [win4kids.com](http://www.goodlifekids.com/win4kids)
* February is voting month for this contest so ensure you vote and encourage others to as well

Contact [lburrows@goodlifekids.com](mailto:lburrows@goodlifekids.com) for more specific information about GLKF in your community.