

**SPIN
4 KIDS[®]** *plus*
Spin • Groove • Move

Presented by
GoodLife[®]



**SATURDAY
MARCH 5, 2016**

Celebrating
years of
5 FITNESS
FUN!

PARTICIPANT GUIDE

Proceeds Support GoodLife Kids Foundation

Message from the National Event Chairperson

Participating in *Spin4Kids Plus* is a win – win – win scenario. It’s an event full of FUN! You get a 60 minute workout and GoodLife Kids Foundation gets 100% of the money raised, which goes to help Canadian kids live a fit and healthy good life. So what are you waiting for? Grab your friends and workmates, raise some money and have an exciting and rewarding time at Spin4Kids Plus 2016

~ Dr. Dick Barter- National Chair *Spin4Kids Plus*



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SPIN4KIDS PLUS 2016 Event Details

Date: Saturday March 5, 2016

Spin4Kids Plus is a one day national fundraising event for GoodLife Kids Foundation, taking place at GoodLife Fitness clubs across Canada. Teams of 1 - 8 participate in a fun fitness activity for 1 hour per team member and fundraise to support GoodLife Kids Foundation.

Teams fundraise a minimum \$1,000 to help more Canadian kids get active

Team participants support this goal as follows:

- 8 participants raise \$125 each
- 4 participants raise \$250 each
- 1 participant raises \$1,000

National Goal – To Raise \$1million in 2016!



Register and Fundraise online at spin4kids.com

Your event may offer indoor cycling only or indoor cycling and a variety of Group Fitness activities that your Team can take part in. Please check the Event Locations page of spin4kids.com for your event to see what is being offered, and then connect with your Event Leader to confirm which activity you will take part in.

Find us on Social Media:

[Facebook.com/GoodLifeKids](https://www.facebook.com/GoodLifeKids)

[@GoodLifeKids](https://www.instagram.com/GoodLifeKids)

#Spin4Kids

**Spin4Kids Plus has raised \$2.4 million
in 4 years to help get more
Canadian kids get active.**



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!

Inspiring Kids to Get Active

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

Event Contacts

Visit the Event Locations page of spin4kids.com and select your event to see who your Event Leader is. You can contact them with questions specific to your event including when you and your team are scheduled to take part.

For questions about the national event please contact National *Spin4Kids Plus* Event Coordinator Tara McGuire at tmcguire@goodlifekids.com

Incentives

The Following incentives are available to all participants completing specific fundraising goals.

All Participants

Every participant will receive a *Spin4Kids Plus* 2016 t-shirt. Participants that register online by **January 29th 2016** will be guaranteed their choice of size and style (Men's or Ladies) on event day.

Team Captains

Team Captains who have completed the following by **January 29th 2016** will qualify for a long sleeve *Spin4Kids Plus* 'Team Captain' technical shirt

- All team members are registered online at spin4kids.com
- Team has raised a minimum \$500 online

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
- 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 using the **ALL DAY PARTICIPANT** registration option
- All Day Participant has raised a minimum \$500 online



Event Day Checklist

Bring these items with you on event day.

- Completed pledge forms and any cash/cheque donation you've collected
- Refillable water bottle
- Light snacks
- Small towel
- Change of clothes for after your activity
- Athletic shoes
- Energy and enthusiasm!

Registering for Spin4Kids Plus

All participants are to register for their local *Spin4Kids Plus* event through spin4kids.com. There is no registration fee to participate. However we do ask all participants help their team raise a minimum \$1,000 to help more Canadian kids get active (see page 4).

To register for *Spin4Kids Plus* navigate to spin4kids.com and select the Sign Up link from any page.

If you took part in our 2015 event please select 'I have an account'. You will be asked to provide your username and password to access your account (there are prompts available if you have forgotten this information).

If you did not take part in the 2015 event, or were not registered online in 2015 please select either 'I'm New' or 'Use Facebook'.

You will then be guided through the steps below

- 1- LOCATION- Chose the location you will participate at
- 2- WAIVER- Review and accept the waiver- if you chose not to accept the waiver you will not be able to complete online registration or participate in the event.
- 3- TYPE-Chose to register as an Individual, Join a Team or Create a Team
 - a. Under As an Individual- you can chose either 'Individual' or 'All Day Participant'. Once you've made your selection you will be taken directly to the About You Form
 - b. Join a Team- search for the team you want to join either by Team Name or Team Captain's Name
 - c. Create a Team- Enter your Team Name, Team Description and Team Fundraising Goal (minimum \$1000) and select the location your Team will participate at.
- 4- ABOUT YOU- Complete the About You Form with your personal information, create your username and password
- 5- QUESTIONS- Here you can confirm your fundraising goal, make an optional donation to yourself, update your permissions and select the event you will be participating at. You will also have the option to 'Add Other People'. This means you can register your team mates to take part in the event
- 6- REGISTER- Double check your information and confirm your registration

At any stage of registration you can go back to update or change your information. Registration only takes a few minutes- your session will expire after 20 minutes and you will need to start over again.

Now that you are registered you are also ready to fundraise online.

Fundraising Tips

You already have all the right connections to successfully fundraise for *Spin4Kids Plus*. Here are some ways to help kick start your efforts.

1. Customize your Personal Page

Everyone who registers at spin4kids.com is automatically provided with a customizable public webpage where supporters can make donations to you. Team Captains are provided with a customizable Team Page. Your page can be accessed and edited through your Fundraising Hub with your unique username and password. Once you're logged in, navigate to the My Fundraising tab. Here you can update your Personal Page with your story and photos. Tell the story of why you are taking part in *Spin4Kids Plus* and why it is important to you (default content will display if no changes are made). Your Personal Page components include a status thermometer to track your fundraising progress, a fundraising honor roll to acknowledge your donors, as well as a link to your Team Page if you are part of a Team.



2. Set a Goal

Set an ambitious yet realistic goal. It's much easier to reach the end when it's in sight. Imagine how much more you can raise if you aim higher! Did you participate last year? If so, challenge yourself (and your supporters) to raise more. Participants receive some great [Incentives](#) based on their online fundraising totals (see page 5).

Remember fundraising goals are for:

- Teams to raise \$1000
- Individuals to raise \$125

Fact: If every *Spin4Kids Plus* participant raised just \$50 more, it would bring in an additional \$400,000 to give more Canadian kids the opportunity to live a fit and healthy good life.

3. Use your Fundraising Hub

The Fundraising Hub was created to make it easier for participants to reach their goals. It includes many useful features in addition to the Personal and Team pages.

- Use the message templates in the Get Sponsors tab to email potential donors.

- Upload your email address book and invite a wide range of people from your various networks to make an online donation.
- Invite people to join your Team or take part in the event under the Invite a Friend tab
- Connect with your Team under the My Team tab
- Add offline donations and lump sums amount under the My Fundraising tab. Visit spin4kids.com/FAQ for more info
- Increase your fundraising goal if you've surpassed it
- Link to Facebook and use social media to fundraise.
- Link to [Google Play](#) and [iTunes](#) where you can download the free mobile fundraising app

4. Ask!

The number one reason people give is because they were asked.

- If you have participated in Spin4Kids Plus or another charity event in the past go to your past supporters first.
- Ask through social media, email, by phone and in person.
- Think about who you could ask for larger donations; like your employer or local businesses. You'll be surprised at their willingness to help. Encourage others to match it.
- Be prepared with an amount to ask donors for and be gracious if they are unable to give at that time.
- Relate the request to your goal. Example- to reach your individual goal of \$125 collect 5x \$25 donations, 12x \$10 donations and 1x \$5, 25x \$5 donations

A sample script you may want to use for in-person or telephone asks could be, "I'll be participating in *Spin4Kids Plus* in support of GoodLife Kids Foundation on Saturday March 5th at (Location). This year I've set a goal to raise \$125 and I am hoping you might be able to support me with a contribution of \$25. The money raised will help more Canadian kids get active through GoodLife Kids Foundation programs."

Tip: Encourage people to donate online. It's secure, easy and saves time. Also, for donations of \$20 or more an income tax receipt is issued automatically and sent by email.

5. Keep your supporters up to date

Celebrate your success with your supporters by using social media, emails or a quick phone call. Keep your Personal and Team Pages current with new photos and updates.

6. Say thank you

Use the thank you email template in Fundraising Hub to thank all donors as soon as possible after you receive notice of their online donation.

Let the people that support you know your overall success after the event by sending a handwritten note. A small personalized note goes a long way. Otherwise, send an email or make a phone call.

Here are some great ideas for fundraisers you or your team can host to boost your Individual and Team fundraising totals. You can add these funds to your online total to help you achieve incentive levels (instructions can be found at spin4kids.com/FAQ)

- **Corporate Matching Gifts-** ask your company to match the amount of donations you receive from your donors or your personal donation.
- **Make Your Pledge Form Stand Out-** if you're doing offline fundraising , copy your pledge form onto colored paper with your personal reasons for participating in Spin4Kids Plus on the other side.
- **Donations in Lieu of Gifts-** Throwing a party or hosting a special event? Ask guests to make a donation to the cause in lieu of gifts.
- **Host a finale party for your favourite TV Show-** Invite friends over to watch and raise money by selling tickets or snacks and drinks.
- **Email Signature-** Use your email signature to let people know that you are participating in Spin4Kids Plus by sharing the link to your Personal Page.
- **Social Media-** Share your efforts on Twitter and Facebook by sharing the link to your Personal Page. You can also link your online profile to your Facebook account. Join the conversation using #Spin4Kids
- **Do a Dare-** A lot of people will donate to your fundraising efforts for doing crazy things such as dying your hair or wearing a ridiculous outfit. Get creative!
- **Personal Assistant-** Accept donations in exchange for running errands or doing chores for friends, family and coworkers. The larger the donation the bigger the errand or chore.
- **Host a Game Night-** Invite friend over to play a board game, video games or poker. Charge a fee to take part and let everyone know that a percentage of the winnings are payable to the "House" which will be donated to the cause.
- **Support Yourself-** Kick-start your fundraising efforts by making a donation to your own efforts. Or support a Team Mate and ask them to sponsor you back.

Looking for more information about *Spin4Kids Plus* and GoodLife Kids Foundation? Visit spin4kids.com/FAQ

Are you a Team Captain? Find the Team Captain kit on your Team Fundraising Hub in the left side menu