



Presented by
GoodLife

Celebrating
5 years of
FITNESS
FUN!

Saturday March 5, 2016

To Support GoodLife Kids Foundation spin4kids.com

Thank you for helping to get even more kids active in 2016!

You truly are leaders – in your Clubs and in your communities. Thank you for stepping up to make *Spin4Kids Plus* 2016 a huge success! Your passion and caring help to change children's lives.

Media – we want everyone to know about *Spin4Kids Plus*

GoodLife Kids Foundation now has a dedicated Marketing & Public Relations Specialist! Together with the GoodLife Fitness Media Relations team, Melinda Mathes has been working hard to spread the word about this year's big event. To date, over 90 radio stations across the country have committed their support, playing PSAs, conducting interviews, and hosting on-air promotions. See who is on board [HERE](#).

Documents to help you navigate local media relations will be available by February 5th on the [Event Portal](#) and [GoodLife Connect](#). Please contact Melinda Mathes (mmathes@goodlifekids.com or 519-661-0190 ext. 456) prior to any media opportunities.

Important Updates

National and Local Sponsors

National Sponsors are listed at Spin4Kids.com.

Please connect with [Lisa Burrows](#) prior to reaching out to local businesses to sponsor or attend your event. This will avoid potential conflicts with existing partnerships. She will also provide you with entitlement information.

If you would like to recruit businesses to enter teams in your event, please use the Corporate Involvement Kit from the [Event Portal](#) or [GoodLife Connect](#).

FAQs

A list of frequently asked questions for Participants can be found online at Spin4Kids.com under the 'About the Event' tab.

Event Coordinator FAQs are on the [Event Portal](#).

Team and Participant Reports

As Event Leader of a Club hosting an event you have on-demand access to Team & Participant reports for your event. Reports can be [accessed here](#) using login credentials emailed to you in Nov/Dec.

Reports include name, email and fundraising information for anyone who has registered at Spin4Kids.com. Forgot your log in credentials or have questions? Email [Tara McGuire](mailto:TaraMcGuire).

Resources for Event Leaders

We have a number of resources available to help you plan and prepare for the event. These include the Event Guide, information on recruiting participants, pledge forms, donation request letters and much more. These can be found on both the [Event Portal](#) and [GoodLife Connect](#).

In-Club Fundraising

Considering hosting a fundraiser in your Club prior to *Spin4Kids Plus*? Please keep the following in mind:

- Before planning and promoting any additional activities/fundraisers, please secure approval from GoodLife Kids Foundation, your DM, GFM and GM.
- Clean and Tidy must be considered for all activities. Being Pleasant and Present means not asking Members too often about fundraising. Focus should remain on the main *Spin4Kids Plus* event.
- **Activities cannot conflict with what is taking place at your *Spin4Kids Plus* event.** Please consider timing and the activity. **NOTE:** Other Group Fitness fundraisers are considered a conflict if the same activity is taking place at your *Spin4Kids Plus* event.
- **Raffles and 50/50 draws** fall under gaming regulations in each province and require a license. **At this time, GoodLife Kids Foundation is not in a position to apply to license each of these individual activities.** Therefore, you may **not** run a raffle or 50/50. Silent Auctions are, however, permitted.
- Due to food allergies, **Bake Sales may NOT be offered** in Club to fundraise for *Spin4Kids Plus*.

Please contact [Lisa Burrows](#) with any questions related to in-club fundraising.

Fundraising Formula

In order to reach our event goal of raising **\$1 Million** to get Canadian kids active, each club should be aiming to raise a minimum of \$5,000.

This can be easily achieved by following this **fundraising formula:**

- ✓ Teams (1-8 participants) raise a minimum \$1000
- ✓ All Day Participants raise a minimum \$1000
- ✓ Individuals raise a minimum \$125



Incentives

Will arrive with Event Day Materials at HOST CLUBS ONLY by February 19th.

<i>Spin4Kids Plus</i> T-Shirt	<i>Spin4Kids Plus</i> Tech Top	<i>Spin4Kids Plus</i> All Day Participant Tech Top
Available for everyone taking part in your event. Anyone who registered online by January 29 th will be guaranteed their preferred size/style so please distribute accordingly.*	For Team Captains whose teams register and raise \$500 online by January 29 th .	Available only to individuals who register as an All Day Participant and have raised \$500 online by January 29 th .
<p>NOTE: Personal donations amounts will be deducted from your total in order to determine incentive level achieved. Full details here.</p> <p>*Distribution lists and instructions for handing out shirts will be provided to Event Leaders the week of February 22nd.</p> <p>SPORT CHEK GIFT CARDS: will be mailed out to qualifying participants after March 14th.</p>		

Event Details

Each event location has a page on Spin4Kids.com with details of what will be happening at your event. Please ensure your page is up to date.

If there are errors or missing information, please contact [Tara McGuire](mailto:Tara.McGuire@GoodLife.com).



Communicating with Participants

To ensure CASL compliance, we are providing email templates to help your recruiting and fundraising efforts for *Spin4Kids Plus 2016*. In addition, we have provided guidelines for communicating with GoodLife Fitness Members about the event. Please review page 34 of the [Spin4Kids Plus 2016 Event Guide](#) (via the [Event Portal](#) or [GoodLife Connect](#)) for complete guidelines and share this information with those helping you to organize.

All Day Participants

If you have anyone who is planning to take part for the full duration of your event, please ensure they register online as an All Day Participant. This will ensure they have the opportunity to qualify to receive an All Day Participant tech top. They are welcome to take part in any of the activities taking place at your event. Teams & Participants reports will show anyone at your event registered as an All Day Participant.

All Day Participants are expected to raise a minimum of \$1,000 (as a team of 1).

Accessing Recording of Event Leader Call from January 13

To listen to the recorded audio conference:

Local dial-in number: 905 694-9451

Toll-free (Canada /US) dial-in number: 1 800 408-3053

Enter 706824535# as the passcode.

This recording will be active for a period of 30 days.

Expiration date 2016/02/12.

Cheque Donations

Please ensure any cheque donations received are Payable to **GoodLife Kids Foundation**.

The next issue of the Spin4Kids Plus newsletter will be published on February 5th.



Current Event Stats

204 Clubs taking part
at
67 Event Locations
raising
\$68,117 in online donations

Let's get social

LIKE US ON FACEBOOK
FOLLOW US ON TWITTER
#Spin4Kids

OUR VISION:

FOR EVERY CANADIAN KID TO
HAVE THE OPPORTUNITY TO LIVE A
FIT AND HEALTHY GOOD LIFE

GoodLife
KIDS
FOUNDATION®



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