

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

Presented by
GoodLife[®]

Celebrating
years of
5 FITNESS
FUN!



**SATURDAY
MARCH 5, 2016**

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MORNING CRISP
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FIRST
CAPITAL

TEAM CAPTAIN GUIDE

Proceeds Support GoodLife Kids Foundation

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For assistance please contact:
Tara McGuire - tmcguire@goodlifekids.com
or (519) 661-0190 x 623

Why support GoodLife Kids Foundation?

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.

Thank you for supporting



GoodLife Fitness covers 100% of our administrative and operational expenses so that every dollar raised will make the biggest impact on Canadian kids.

Spin4kids Plus has raised \$2.4 million in 4 years.

To date GoodLife Kids Foundation has impacted the lives of over 230,000 Canadian kids 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 Contest is an annual contest where the public nominates a program in their community getting kids active. Ten Finalists are selected and the public votes to determine how much of the \$100,000 the program each Finalist will win.

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!

Here are some ways \$1000 makes a difference:

1. 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.
 - 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
2. Through the **GoodLife4Kids School Program** 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

Learn More at goodlifekids.com

Key Dates and Contacts

Deadline to earn Team Captain Incentive: January 29, 2016 (See page 3)

Spin4Kids Plus: Saturday March 5, 2016

Deadline to earn Individual Fundraising Incentive: March 14, 2016 (See page 3)

Use this website to register your team for your local event as well as for online fundraising

www.spin4kids.com

Spin4Kids Plus – National Event Contact:

Tara McGuire

Spin4Kids Plus National Event Coordinator

GoodLife Kids Foundation

519-661-0190 ext. 623

tmcguire@goodlifekids.com

Spin4Kids Plus – Local Event Contact:

Please visit the Event Location page for your event at spin4kids.com to find your Event Leader's contact information

I'M A TEAM CAPTAIN – NOW WHAT?

You have volunteered to be a Team Captain and *Spin4Kids Plus* would not be a success without you. Ultimately your commitment will ensure that more Canadian kids have the opportunity to live a fit and healthy good life. Thank you!

As Team Captain, you will:

- Recruit a team of up to 8 participants to take part in one hour of fitness fun at a local *Spin4Kids Plus* event
- **Register at spin4kids.com** – you can register your entire team and/or each team member can register (see page 3)
- Energize your team to reach the Team Fundraising Goal of \$1,000 raised – advise them of the resources available such as online fundraising through spin4kids.com
- Advise your team of the opportunity to earn Incentives through online fundraising (see page 3)
- Connect with your local *Spin4Kids Plus* Event Leader to learn about your local event and schedule when your team will participate on **March 5th, 2016**
- Share local *Spin4Kids Plus* event information with your team
- Create extra fun with a special Team Name and costumes to wear on event day

Together Everyone Achieves More!

About *Spin4Kids Plus*

In March of 2011, Dr. Dick Barter, GoodLife Group Cycling instructor and Emergency Room Physician in St. John's NL, held a spin-a-thon event to help more Canadian kids benefit from an active life. With the help of GoodLife Members and Associates. They raised over \$23,000. This success brought upon the idea for a coast-to-coast challenge to other GoodLife Clubs- a nationwide spin-a-thon hosted at clubs across Canada, with participants raising funds for GoodLife Kids Foundation. The 1st annual Spin4Kids was hosted in 2012, and *Spin4kids Plus* was introduced in 2015.

HOW TO REGISTER ONLINE

All participants must register online at spin4kids.com for their local event.

To create a *Spin4Kids Plus* Team select the Sign Up link from any page of the spin4kids.com website. From here you can select 'I have an account' or 'I'm New' or 'Use Facebook'. Returning participants will be asked for their username and password (prompts are available if forgotten).

- 1. LOCATION** - Select the event location where you your team will participate.
- 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. REGISTRATION TYPE** - 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

Team Captains can register their Team members. This is completed during step 4 of registration. Once you've added your Team mates, if you entered their email address they will receive email notification letting them know and inviting them to complete their profile and create their own user name and password.

How can I increase my Team's Success?

Personalize Your Team Fundraising Hub For Success

Telling your team story will go a long way in being successful in fundraising for *Spin4Kids Plus*. We recommend you update your Team Fundraising Page to tell your potential supporters

- Why your team is participating
- What is your fundraising goal
- Why helping kids get active is important to you
- Add a photo or video to personalize the page even further.

Drawing an emotional response from your supporters will equal greater fundraising success.

INCENTIVES FOR FUNDRAISERS

The following incentives are available to all participants completing specific fundraising goals

ALL PARTICIPANTS

Every participant will receive a *Spin4Kids Plus* 2016 tshirt. Participants that register online by **January 29, 2016** will be guaranteed to receive their selected size and style (Men's or Ladies) on event day.

TEAM CAPTAINS

Team Captains who complete the following by **January 29, 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 dependant on amount raised – see a complete list at spin4kids.com under incentives
- 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

FUNDRAISING: ONLINE VS. OFF-LINE

There are different ways you can fundraise for *Spin4Kids Plus*; using our online donation page, submitting paper pledge forms with cash/cheque donations or a combination of both options.

Online Fundraising

- You are considered an online fundraiser once you have registered yourself or your Team online at spin4kids.com
- Log into your Fundraising Hub to customize your profile and send emails to your friends, family and colleagues inviting them to make a donation or take part in the event
- Donors open your email, visit the site and donate to you using a credit card
- Income tax receipts for donations of \$20 or more are issued by email immediately after a donation has been made
- All donations made to you will appear in both your individual total and your Team's total
- Online donations mean you don't have to collect cash or cheques and your donors are thanked and receive an income tax receipt immediately

*Participants can add cash and cheque donations online. Instructions on how to do this can be found on our FAQ page of spin4kids.com

Off-line Fundraising

- If you are collecting cash and cheque donations you must provide complete donor information (name, mailing address and email address) on a pledge form. Turn in all cash, cheques and completed pledge forms at your local *Spin4Kids Plus* event.
- Ask friends, family and colleagues directly to support you in your fundraising efforts
- An income tax receipt will be issued for donations of \$20 or more provided your supporters have given their name and complete mailing address (must be legible). Receipts will be sent out via Canada Post approximately 6-8 weeks following the event. If an email address is provided we will email the receipt.
- Cheques payable to GoodLife Kids Foundation.

TEAM CAPTAIN'S CHECKLIST

Get started (1-2 months out)

- Choose your Team name
- Register your Team at spin4kids.com
- Customize your online Team Page and Personal Page
- Encourage Team members to support Team Fundraising Goal
- Invite everyone you know to join your team or support your efforts with a donation

Keep up the momentum

- Send fundraising emails to ask for donations
- Update the Team Page with personal stories, photos and progress
- Host a Team fundraiser
- Email regular updates to your Team
- Confirm your session times with your local *Spin4Kids Plus* Event Leader and with your Team Memebrs

Almost there (1 week out)

- Finalize Team costumes if you will be wearing them

Event Day- Have Fun!

- Arrive 20-30 minutes before your session to check-in
- Hand in completed pledge forms and cash/cheque donations you've collected
- Collect your *Spin4Kids Plus* t-shirt
- Collect your Team Captain technical top if you've qualified to receive one (see page 3)
- Take Team photos
- Enjoy the day!
- Join the conversation - @GoodLifekids #spin4kids

After the event- Congratulations!

- Send thank you notes to donors through your Fundraising Hub
- Send notes to Team member with Team standings and event results
- Send an email to those who did not donate to you- share your experience with them and give them another opportunity to donate
- Host a Team warp up party