



GoodLife®
SPiN 4
KiDS

SATURDAY
MARCH 4, 2017

PARTICIPANTS GUIDE

proceeds support

GoodLife
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FOUNDATION®

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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.

What is Spin4Kids? And why are we doing this?

Spin4Kids is a fun, fantastically rewarding, one-day indoor fitness event that is hosted by GoodLife Fitness clubs all across Canada. This event raises money to help GoodLife Kids Foundation support various programs that are getting Canadian kids physically active year-round. GoodLife Kids Foundation strives to assist in providing physical activity opportunities and to remove some of the barriers that are currently holding kids back from living a healthy life. We do this through our GoodLife4Kids School Program and our Grant Program.

Held on the first Saturday in March, *Spin4Kids* is a team-based event that provides **you** the opportunity to workout in a party atmosphere while raising funds. Teams of up to 8 people, including GoodLife Members, Associates, and Guests, all work together to reach our national fundraising goal. Money raised through *Spin4Kids* goes towards getting Canadian children more physically active.

What do I have to do?

You get to participate with your team in one hour of fitness fun in a party-like group of energetic, passionate people. There is no registration fee. All we ask is that you fundraise \$125 per person (\$1000 per team). Super Easy! Super Fun! And so appreciated! So grab your friends, family, and co-workers and start raising money for this awesome event.

Are you part of a team? If not, you can be, it's easy!

This national event is open to ANYONE to participate. There is no need to be a member of GoodLife Fitness, or to have any special skills or abilities. Everyone is welcome. Do you know someone that works with children, has children, is concerned about the decline in children's activity levels, or even just wants to do something good?

Grab up to 7 people to join you, to make a team of 8 (or even more and have two teams compete with one another) and register on spin4kids.com to be a team captain. It's easy, fun, and rewarding. You know what they say, 'the more the merrier' and the bigger the impact you can have on a whole generation of Canadians. If you decide to become a team captain, be sure to download our Team Captain Guide found on spin4kids.com.

I'm Registered. Now what?

Once you register on spin4kids.com you can invite friends to join you and get started on your fundraising (more information on this in the following section). You may hear from your team captain to touch base and give you any updates they may have. If you are not part of a team, an event leader for your location may contact you to add you to a team, schedule your activity time, and give you any updates there may be.

If you do not hear from anyone, or have any questions, contact the event leader for your location. You can find this information on the location page found at spin4kids.com.

Having trouble registering? Reach out to our office at events@goodlifekids.com and we can help you through the process. It takes about 5 minutes.

Personal Fundraising Hub

Once you have registered on spin4kids.com, you are ready to start fundraising. Your fundraising hub is a useful tool during your fundraising efforts, so we recommend that you bookmark spin4kids.com in your browser. This area is available to you on the website once you are **logged** in. The menu is found along the left-hand side of the page. Spend some time here and get familiar with it. You will be glad you did.

- 'Fundraising Page' - In here you can see a quick breakdown of your progress and can set yourself a goal. (It defaults to \$125, but feel free to increase this at any time during your fundraising journey) You can customize this page with a personal message, and even add images to better portray the excitement of the event.
- 'Get Sponsors' - Here you are able to send an email out to as many people as you like to ask for support. The default email message includes a link to your Personal Fundraising page. You are able to change the email message as much or as little as you like. For more tips on fundraising continue reading below.
 - You can also connect through social media through your fundraising hub, so be sure to take advantage of the Friendship Powered Fundraising through FaceBook. For any returning participants, you do have to use your previous account information to use this tool.
- 'Cash and Cheque Donations' – Here you are able to enter donations you collect in order to count them towards your total
- 'My Profile' - you can view and edit your account.
- 'My Team' - allows you to see the progress of your team's efforts
- Through this section you are also able to thank your sponsors, sponsor yourself, or invite a friend to join you in *Spin4Kids*.

How to Fundraise – Just Ask

The easiest way to get the word out that you are fundraising for this fantastic cause and raise a few dollars is through email. Your fundraising hub can get you started in the right direction here. Remember to include as many people as possible – family, friends, your family's friends...everyone you have an email address for. You can tailor these emails to grab their attention to really hear what you are trying to say. It never hurts to ask. Your friends and family may decline your request, but one thing is for sure, if you don't ask, they will not donate to your cause.

You may want to break down your fundraising goal to make your target not so high-reaching. For example, to hit a \$125 goal you only need 5 x \$25 donations. We have lots of fundraising tips and ideas located in a pdf document on the website spin4kids.com that is available to download.

Continue using social media and email to keep your supporters up to date on your progress. If you are getting close to your goal, you may find that your friends are able to help you get there.

Planning mini-fundraisers

You, either alone or along with your team, may consider organizing a mini-fundraising event to bring in some dollars in support of your efforts. We have lots of ideas to get your creative juices flowing in our Fundraising Tips on spin4kids.com. These can range from a little effort and time to 'the sky's the limit'! Only take on what you can. Every little bit is helpful and appreciated.

When trying to decide on what your team should work on there are a couple of things to keep in mind. Please refrain from holding raffles and 50/50 draws, as these require a lottery license which we do not have. Also, donations in return for something (a product or experience) are not eligible for a tax receipt.

Resources from GLKF

We have provided a few fundraising resources on spin4kids.com. These include a printable pledge form and a list of fundraising tips and ideas. We also offer a free app available on iTunes and Google Play for easy, on-the-go fundraising.

If there is anything else you think could be helpful, or if you have any questions regarding your fundraising, reach out by email to events@goodlifekids.com. We always love to hear of new ideas and can share what others may be doing to increase their fundraising efforts.

Incentives

All participants for *Spin4Kids* will receive a souvenir t-shirt on event day. As a bonus, if you complete your registration online before the end of January you are guaranteed to receive your chosen size when you check in for the event.

For Spin, Groove, & Move Fundraising:

Are you an individual fundraiser considering going the extra mile? Achieve one of the following fundraising goals and receive a gift card for your extra commitment to getting kids active.

Funds Raised	Reward
\$500	\$25 Gift Card
\$1000	\$50 Gift Card
\$1500	\$75 Gift Card
\$2000	\$100 Gift Card

To be eligible for these incentives the following requirements must be met:

- You may qualify for only one Fundraising Level, based on donations received by Event Day
- If you've made a personal donation, it will be deducted from your total in order to determine which Fundraising Level you've achieved.

This is a requirement of Canada Revenue Agency.

****Donations of \$20+ with the full name of the donor and a full mailing address are eligible to receive an income tax receipt.***

Credit Card: online only

The quickest, easiest, most secure way to submit donations is to have your sponsors donate online at spin4kids.com with a credit card. This way we get their full correct information, you get instant acknowledgement for the donation, and your donors receive any eligible tax receipts immediately. Direct your donors to your fundraising page (the link is already included in the default email message within your Fundraising Hub) where they can securely enter their donation information.

This method has a few advantages.

- It will guarantee that participants are credited with raising the funds
- the tax receipt will have the correct information of the donor
- the tax receipt will automatically be sent to the donor by email immediately after they submit the donation
- there are no additional steps required by the donor, the fundraiser, or event organizers.

Cash and Cheques: online or pledge forms (including tax receipt requirements)

We fully recognize that not everyone is comfortable with donating online and sometimes it just isn't convenient. So, if that is the case, you also have the option to collect cash and cheques from donors. Tax receipts are issued for donations over \$20 with first and last name, and a full mailing address (including postal code). The receipts are sent out by email, so we do need an email address as well. We have a printable pledge form available on spin4kids.com for you to easily collect this information with your donations.

Once you have collected your cash and cheque donations, you have two options for submission.

1. The timeliest option is to submit it online on your own credit card on behalf of each of your donors, while keeping their donations to reimburse your credit card payment. Be sure to use your donors' information, so they receive an accurate tax receipt.
2. An alternative to this option is to submit them to the Event volunteers along with the completed pledge forms (cheques made out to GoodLife Kids Foundation) on or before event day. These donations (of \$20 or more) will be issued tax receipts once GoodLife Kids Foundation staff have received and verified the donation.

Submitting Lump-sum amounts

So, let's say you hold a mini-fundraiser, such as a bottle drive. This definitely would bring in some money towards your fundraising, but cannot be allocated to any one individual and certainly is not eligible for a tax receipt. You want to get the acknowledgement for this money you have raised, but how should you submit it? Easy! This can also be entered online with the following process.

1. Once you are logged in to your fundraising hub at spin4kids.com, click into 'My Fundraising'
2. Then click into 'Cash and Cheque Donations'
3. From here choose the option 'Donation from an event or cash lump sum (will not be receipted)'
4. Fill out the rest of the fields on this page and select the button 'Add Lump Sum Amount'
5. Be sure to bring the money to your *Spin4Kids* event on or before event day.

Event Day

What to bring

There are a few things to remember for event day. Please arrive 30 minutes before your scheduled time in order to check in. Remember to bring with you:

- any money and pledge forms you have
- water
- indoor cycling or running shoes
- comfortable clothing
- a camera
- your party energy and excitement!

Join the conversation: @GoodLifeKids #Spin4Kids

Follow-up

Thank you

Thank you, thank you, thank you! We appreciate everything you have done for *Spin4Kids* and for GoodLife Kids Foundation. As a result, many Canadian children will have opportunities to be more physically active. In turn, once your big day has come and gone, follow-up with all of your sponsors to let them know how successful this journey has been for you.

Did you meet your goal? Or even surpass it? Let them know! Did you have fun? Share this information too. A quick email or a post on social media is all it really takes. For your special sponsors, a phone call can add a personal touch. Make sure they hear how thankful you are for their support.

Celebrate your success

After the work is done you can sit back and relax. We will take some time verifying all of the donations, so it may be a bit before all of your sponsors receive their tax receipts. Once that is complete you will then receive your earned incentives. In the meantime, what will you do to celebrate your success? A team dinner out after the event? A nap? Whatever you choose, know that you deserve to take some time and treat yourself for a job well done. Participating in *Spin4Kids* and raising funds is rewarding, but hard work.

Step-by-step Checklist

Register online
Personalize your Fundraising Page and set a goal
Send out personalized email message to get sponsors
Join a team <i>(if you haven't already)</i>
Connect with your team captain and/or event leader to schedule your activity

Work with your team to enhance your fundraising efforts
Keep your fundraising page up-to-date
Thank all of your donors
Submit all donations collected <i>(remember to include all information for your donors!)</i>
Show up on time on Event day and have FUN!!