



**SATURDAY
MARCH 3, 2018**

TEAM CAPTAIN GUIDE

proceeds support
**GoodLife
KiDS**
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 fundraiser that is hosted by GoodLife Fitness Clubs. 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 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 fundraising goal. Money raised through *Spin4Kids* goes towards getting Canadian children more physically active.

What do I have to do?

You are the motivator, leader, communicator, organizer, and cheerleader of your Team of up to 8 people. Sound daunting? It really shouldn't. You get to lead your Team to fundraise as creatively you would like, ending in an hour of fitness fun where you can whoop it up together and celebrate all that you have accomplished. Your role really comes down to keeping your Team motivated and up-to-date with the happenings of the event. That's it. It can be as easy or as complicated as you want it to be. Only take on as many tasks as you are comfortable with and have fun with it!

As a Team Captain, you will:

- Recruit a Team of up to 8 people
- Register yourself and your Team at spin4kids2018.com
- Encourage your Teammates to register online
- Motivate your Team to reach the Fundraising goal of \$1000
- Connect with your local *Spin4Kids* Event Leader to learn the details about your local event and schedule your Team's participation. Share local event information with your Team

Key Contacts

To register your Team and manage your fundraising efforts use the Event website spin4kids2018.com.

For general Event and fundraising inquiries, please email events@goodlifekids.com

Spin4Kids Local Contact: Please visit the Event Details Page at spin4kids2018.com to find your Event Leader's contact information.

Everyone is welcome!

This event is open to ANYONE to participate and fundraise. There is no need to be a member of GoodLife Fitness, or to have any special skills or abilities. Use the following list to help you think of people that may be interested.

- Your family and friends
- Your family's friends
- Your friends' families
- Someone who is concerned about the decline in children's activity levels
- Someone who just wants to do something good
- Anyone who would like to try a new activity

You know what they say, 'the more the merrier' and the bigger the impact you can have on a whole generation of Canadians.

Note: Fundraisers must be 12 years of age or older

How to recruit - Focus on WHY

We have found that once people know why we are doing this fitness event, they not only agree with the cause, but want to support it as well. Once it is understood how easy it is to make a big impact, most people are just a step away from signing up to participate and fundraise. Explain your reasons for being a part of *Spin4Kids*, and you will find people that are of the same mind with you and what this event is all about. Ask them to join your Team on spin4kids2018.com.

T.E.A.M Fundraising - Together Everyone Achieves More!

The fundraising requirement – How easy it really is

The fundraising requirement can seem daunting but most of the time a little perspective is all that is needed to prompt someone to join your Team. You may want to break down the fundraising goal to make the target not seem so unattainable.

The goal is for each *Spin4Kids* Team to raise \$1000 to help kids get active.

With Teams of 8 participants, that can be achieved by raising as little as \$125 each!

How Does \$1000 Raised Make an Impact



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*
Team raises \$3000

OR

Three *Spin4Kids*
Teams each raise \$1000

=

One school participating in
GoodLife4Kids programming



GoodLife Kids Grant Program supports specialized physical activity programs with meaningful outcomes for children with disabilities. 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.

Here are some of the ways \$1000 raised by a *Spin4Kids* 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

Did you know that some charities require up to \$2000 per **person** to be involved in their fundraising events? Next to that, this is much more achievable!

Here is how easy it actually is:

- If 5 of your closest friends and family donate \$25 each (they will receive an income tax receipt for this) you will have reached the required \$125 goal.
- \$10 x 13 people = \$130
- Hold a mini-fundraiser (creativity welcome) and raise the money together as a Team. More fun! See page 7 for instruction to enter funds online.

We have a list of fundraising tips and ideas to download on spin4kids2018.com.

Once your recruit says ‘yes’

All Fundraisers must register online. This is where everyone will be able to sign the waiver electronically, join your Team, and download the participant guide. Once you are notified that people have joined your Team online, you can connect with them and thank them for joining you. Encourage everyone to go to spin4kids2018.com to register.

Note: Team Captains can register their Teammates, but you will need to know all of their information and can only do this during your own registration.

Team Fundraising Page

The Team Fundraising Page is one of your best tools available on the *Spin4Kids* website. We encourage you to personalize this page to tell your Team's story of why you are involved in this Event and what you are hoping to accomplish (fundraising goal). Add personal photos to help make the connection. Your potential supporters can see how your fundraising is progressing and add notes of encouragement to the Team.

Managing Team Fundraising

Your biggest job is motivating your Team to fundraise. Some ideas to get you started on this include:

- Keep an eye on how everyone on your Team is doing with their fundraising. Send out congratulatory emails when someone hits their goal or gets a big donation.
- Keep everyone up-to-date on how the Team is doing overall.
- Touch base regularly to see how your Teammates are doing, and offer suggestions of how they might be able to hit their goal.
- Start up a friendly competition with another Team to see who can raise the most.

If possible, get together for a brainstorming session. It only needs to be a short coffee get-together, and can help get everyone motivated and creative juices flowing. See how everyone feels about working together on a mini-fundraiser. We have lots of suggestions available to download in a pdf on spin4kids2018.com. There are all types of ways to raise some money and it is a great way to work together.

Note: 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 GoodLife Kids Foundation

We have provided a few fundraising resources on spin4kids2018.com. These include a printable pledge form and a list of fundraising tips/tricks.

If there is anything else you think that 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 new ideas and can share what others may be doing to increase their fundraising efforts.

Fundraising Rewards

All fundraisers will receive a *Spin4Kids* 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? Visit the Fundraising page of Spin4kids2018.com for a list of Individual Rewards.

Individual Fundraising Rewards are Running Room gift cards as follows:



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.

Team Rewards

Teams who raise a minimum \$1000 by Event Day will receive an Instant Cooling Towel for each Team Member to use as they Spin, Groove and Move together.

*Remember; if you've made a personal donation, it will be removed from your individual total and your Team total in order to determine which rewards you have qualified for. **This is a requirement of Canada Revenue Agency.**

Corporate Matching Gifts

Many companies offer a Corporate Matching Gifts program – matching donations made by employees to a charity. This offers you a great opportunity to boost your Corporate Team fundraising efforts. In order to ensure that we are able to add the donation amount to your fundraising total please email donations@goodlifekids.com with the following information:

- Your Name
- Your company name
- Your event location for Spin4Kids
- Amount of the donation anticipated from your company's Matching Gift program

Cheques are to be payable to GoodLife Kids Foundation

Registered Charity#89126 2628 RR0001

***Donations of \$20+ with the full name of the donor and a full mailing address are eligible to receive an income tax receipt. If an email is provided, income tax receipts will be sent electronically.**

Credit Card: online only

The easiest, most accurate method of collecting donations is to pay by credit card through our website **spin4kids2018.com**. Fundraisers can ask potential donors to donate online by sending them a link that directs them right to their participant's personal fundraising page on the website. This link is already pre-populated in the default email message "Get Sponsors" that can be found in the fundraising hub every registered participant has access to once they are registered.

This method has a few advantages.

- It will guarantee that fundraisers are credited with collecting the donation
- The income tax receipt will have the correct information of the donor
- The income tax receipt will be sent to the donor by email immediately after they make their donation
- There are no additional steps required by the donor, the fundraiser, or Event Leaders

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

An alternative to donations by credit is to collect cash and cheques. There is a downloadable and printable pledge form available on the **spin4kids2108.com** Fundraising page to help track these types of donations. While collecting donations, **it is imperative to make sure that you get a first and last name, as well as the full mailing address (including a postal code) of your donor. If these are not included the donor will not receive an income tax receipt.**

Once donations are collected, fundraisers have a few choices as to how they submit them to GoodLife Kids Foundation.

1. Enter and pay them on **spin4kids2018.com** using their credit card (being sure to use their donors' information) and keep the cash and cheques (made out to the fundraiser) to pay themselves back for the credit card payment.
2. They can submit them to the Event volunteers along with the completed pledge forms (cheques made out to GoodLife Kids Foundation) on Event Day

If an email address is included the receipt can be sent quickly and easily by email once GoodLife Kids Foundation has been able to enter the donation. Otherwise, it will be sent out through Canada Post following the event.

Submitting Lump-sum amounts

You are able to submit a lump-sum amount that has been collected through a group fundraiser. In order to have the amount allocated to your Team for incentive purposes you will need to login to your Fundraising Hub on the website and complete the following steps:

1. Select My Team from the left
2. Select Team Cash and Cheque donations
3. Select either 'Donations from a friend, family member or company' (may be receipted) or 'Donation from an event or cash lump sum' (will not be receipted)
 - a. If you select Donations from Friends etc., complete the form provided using their contact information and mailing address.
 - b. If you select Donation from an event or lump sum, please complete the form. Receipts will not be issued for this amount.

TEAM CAPTAIN CHECKLIST

Get Started

(As early as possible: December to February)

Recruit a Team of up to 8 people
Create a Team name
Register the Team and personalize the Team page on the website
Ensure all Team members are registered online
Customize your personal page on the website; encourage your Team members to do the same

Keep up the Momentum

Determine a fundraising strategy with your Team:
Are you going to work together on a mini-fundraiser?
Email regular updates to your Team
Connect with the Event Leader to schedule a time for your Team to ride

EVENT DAY

What you Need to Know

Just a couple of points to remember for the big day:

- Has your Team planned to wear matching costumes?
- Remind your Team to bring in all outstanding money and completed pledge forms
- Bring water
- Bring a camera to get some Team photos!
- Arrive 30 minutes before your scheduled time to ensure that everyone gets checked-in.
- Be ready to Spin, Groove, & Move with your Team
- Join the conversation: @GoodLifeKids #Spin4Kids

Bringing it all together

(One week out)

Determine fundraising totals:
Are you close to your goal? Do you need a last push to get there?
Finalize Team outfits for the event (optional)

Thank you

Following *Spin4Kids*, take the time to formally thank everyone that contributed to the success of your Team and the Event as a whole. Your Team members and supporters all contributed to your Team's success.

And, Thank YOU, Team Captain, for everything you did to bring your Team to success!

Celebrate your Team's success

How will you celebrate your Team's success? A Team dinner? Or a big nap? Whatever you decide enjoy it with the satisfaction of a job well done.