Fundraising Toolkit

Fire Up Your Feet Fundraising helps your school, PTA group, and family get moving and raise money to create an active, healthy school! Healthy fundraising is the best way for kids and parents to do fun activities together, be healthy, and raise money to make a big difference for your own school. You can raise funds to support all kinds of resources for your school such as:

- New bike racks so students can ride to school and store their bikes securely during the school day
- New recess and gym equipment
- A cafeteria salad bar so students have additional healthy food choices
- Improvements to nearby street crossings and bicycle paths

Fire Up Your Feet Fundraising is available to any school (K-12) or community group and is a separate program from the Fire Up Your Feet Activity Challenge available in select states and regions. This toolkit will guide you through using the online fundraising system with ideas and tips to make your fundraiser a success! Fire Up Your Feet Fundraising webinars are also available monthly to accompany this guide. Register or listen at fireupyourfeet.org/resources.

Why fundraise in a healthy way?

This generation of children is expected to have a shorter average lifespan than their parents. Only 1 in 3 kids are active every day. This startling reality means that it is more important now than ever for schools and communities to promote an active lifestyle and create healthy environments for students.

We know that schools can be the heart of health if they have the right wellness resources and funds in place. Having a healthy, easy fundraising option for your school group that is centered around physical activity AND helps your school and community create a healthy environment is so important to our students today. Fire Up Your Feet Fundraising gives money back to each PTA or school group to support its wellness initiatives and benefits nationwide efforts to build communities that encourage active, healthy living.

Our program helps you every step of the way through easy-to-use toolkits and tip sheets, webinars, and a healthy dose of inspiration to get kids, parents, and school staff moving and raising money to make a healthy difference. Your school can set a school-wide physical activity goal and then ask others to support your pledge with a donation. This approach is healthy, motivating, and can make a lasting difference in our kids’ lives.

Get Fired Up!

The resources assembled on the Fire Up Your Feet website and in this planning toolkit will provide you with everything you need to get started:

- Fire Up Your Feet Fundraising basics
- Using the online fundraising system
- Links to Tip Sheet on Events and Activities

fireupyourfeet.org
How Does It Work?

Fire Up Your Feet Fundraising provides a safe and secure online fundraising system for any PTA or school group that establishes a team so that you can start raising money for your school immediately. This robust system is similar to those used by large events such as Relay for Life, Jump Rope for Heart and others. We have provided everything you will need to successfully raise funds for health and wellness initiatives at any public or private school in the country. The program features:

• Team and Personal fundraising webpages
• Easy ways for individual donors to make donations directly in support of a participant
• Sample email messages
• A safe and secure online donation system
• A Facebook fundraising system
• Great customer services support with webinars
• Idea sharing and assistance

What does your school need to be healthier? You can fund new bike racks, more hula-hoops, physical education and recess equipment, new playground jungle gyms, plants and gardening tools for a school garden. Fire Up Your Feet Fundraising can help get your school moving and raise money for all of it! Work with your PTA or school group, your principal or another school champion to determine what this fundraise effort will benefit your school. This can really motivate participants and donors!

Next, get moving! Set a school goal to engage in physical activity during a set period of time. Your principal, PTA, school staff, or even just your own family, can challenge your school to meet an activity goal. 50,000 minutes in a month is a good place to start. 100 students can reach that goal together in only 25 days by being active for just 20 minutes each day. That’s a short recess or a walk home!

Encourage regular weekly activity with Fire Up Your Feet Fridays, walking school buses and bike trains, and classroom movement moments to help you meet your school goal. You could even hold a walk-a-thon, or a Fired Up Fun Run to celebrate getting healthy and active.

Promote your school’s team page and encourage families to create their own pages and stories. Using the Fire Up Your Feet Fundraising program simplifies your fundraising with the user-friendly online platform. Plus children don’t need to sell anything and you can safely monitor the personal fundraising pages. Before you know it your school has reached its goal!

Did you know?
Families and school groups can raise, on average, three times more money using online and personal fundraising page options.
Fundraising: The Basics

How Much Can We Raise and Where Does the Money Go?
The sky is the limit on your fundraising! Most of the money raised through Fire Up Your Feet Fundraising goes to your school. Your school or PTA can use the money to invest in sports equipment, programs, or anything that helps get kids active and healthy! Most school fundraisers return only 50-60% of funds raised to your school and some school fundraising for causes such as medical research do not return dollars to the school. Fire Up Your Feet Fundraising returns 75% of funds raised online directly to your local school group or PTA. Any funds collected on-site at school events, through drawings or other activities, are retained 100% by the school group. The remaining 25% raised online supports the nonprofit Safe Routes to School National Partnership, whose mission is to advance policy and programs that improve access to parks, playgrounds, walking paths, bike lanes, and other safe places to be active in everyday life.

Already have an existing walk-a-thon event but don’t have a way to raise money online? Consider adding the Fire Up Your Feet online component. Families and school groups can raise, on average, three to as much as 10 times more money using online and personal fundraising page options. Plus our online system benefits a cause, not a for-profit company, because Fire Up Your Feet Fundraising is tied directly to a nonprofit, mission-based organization working on your behalf to improve communities to be more walking and bicycling friendly.

How Do I Get Started?
A great first step is to listen to one of the fundraising webinars offered monthly. If you already fired up and ready to create a team, sign up and get moving! Below are a few planning suggestions to help get you started with a Fire Up Your Feet fundraising effort.

Designate a school champion
As a school champion for Fire Up Your Feet fundraising, you will be the main contact for your school team by setting up a team page in the fundraising system. You will also be asked to handle the financial processing information, which is a simple form to verify your tax ID number and other details needed to process payment to your school group at the end of your campaign.
Fundraising: The Basics

Promote, Promote, Promote

Send a note home to parents and to teachers to join your school team. Then send emails to friends, family, and coworkers telling them about your fundraising campaign. Explain why you are raising money for your school and why helping your school to get active is important to you. (Sample emails are already provided.) Share your financial goals and your fundraising deadline and ask people to support you with a donation.

Follow up by email to update people on your fundraising progress. People who have not donated to your campaign yet may appreciate the reminder. The urgency of your upcoming deadline can motivate people to help you reach your goal. Sharing a personal story in your email is another good way to explain why raising money for your school is so important to you.

Remember to share your fundraising campaign and progress with your friends and family on Facebook, Twitter, or other social networks. And if you’re on Instagram, you can photograph your activity so your followers can see just how much you’re doing. You can even tag your closest friends or family members to make sure that they see your post on social media. If you participate in a neighborhood listserv, that can be a great way to let neighbors and others in your community know about your campaign. Many will want to support you and your school.

Celebrate Success

When you meet one of your fundraising goals, or when you are close to hitting a major milestone, share your excitement! Friends, family, and coworkers on different channels such as email and on social media will all want to hear the big news. Be sure to thank all of your donors for their amazing support in helping you achieve your fundraising goals! And when you finally get to use the money for your school, take pictures of what the money was spent on at school, like a new bike rack, so they can see your success.

Once you reach your goals, keep moving! The more active you are, the more you improve your life and wellness. The more money you raise, the more you improve your school!

Talk with others

Fundraising and physical activity is always more fun with a group of people. Talk with other PTA and parent volunteers about adding Fire Up Your Feet fundraising into your yearly fundraising calendar. Speak with your school nurse, PE teacher, or another parent engagement advocate within your school about what’s needed to help encourage more physical activity at school. Could you make a few simple changes to an existing spring fling or field day event? Do you have an existing walk-a-thon that could benefit from online fundraising? You’ll be surprised what you can come up with when you brainstorm ways to get active with your school and other parent volunteers!

fireupyourfeet.org
# My Fundraising Plan

As you register your team in the online system, you will be asked to set specific fundraising and physical activity goals. Take the time to plan your activities and you can use the table below to guide you through key questions to consider.

<table>
<thead>
<tr>
<th>Questions to Ask</th>
<th>My Notes</th>
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<tbody>
<tr>
<td><strong>What are our school wellness needs?</strong></td>
<td></td>
</tr>
<tr>
<td>• New playground equipment</td>
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<td>• Support for our Safe Routes to School or Let's Move Active Schools efforts</td>
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<tr>
<td>• New gym equipment</td>
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<tr>
<td>• Classroom movement programs</td>
<td></td>
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<tr>
<td>• A salad bar</td>
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<td>• School garden</td>
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<td><strong>Do we have a school champion?</strong></td>
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<tr>
<td>• A principal who will lead walks and send motivating messages</td>
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<tr>
<td>• A group of teachers who know that active kids do better and love wellness?</td>
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<tr>
<td>• A charged up parent already leading a bike train?</td>
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<tr>
<td><strong>Can we add value to an existing program?</strong></td>
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<tr>
<td>• An existing walk-a-thon without online capabilities?</td>
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<tr>
<td>• An existing wellness or Safe Routes to School challenge?</td>
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<tr>
<td><strong>What is the best time of year?</strong></td>
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<tr>
<td>• October (National Walk and Bike to School Month)</td>
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<tr>
<td>• May (National Physical Fitness and National Bike Month)</td>
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<tr>
<td>• January (Great for a Polar Walk)</td>
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<tr>
<td>• Other times</td>
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<tr>
<td><strong>How long will the fundraising campaign be?</strong></td>
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<tr>
<td>This will depend on your fundraising goal—the higher the goal, the more time you'll need. Most schools choose at least two weeks; many choose a month.</td>
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</tbody>
</table>
4 Steps to Online Fundraising

Step 1: Register to Fundraise

Our registration begins by finding your school in our system and then agreeing to a standard waiver. Following this step, you can name your team – we recommend using your PTA/school name – and provide contact information, details about your school, and the timeframe of your activity. You will also be prompted to create a username and password, and select that you will allow people to find your team and that we can display your team’s progress on the scoreboard.

Step 2: Set Your Goals

If you are the school champion establishing your team, set a fundraising goal for your school team as well as your own personal or family goal.

Activity Goals: A final step of setting up your team is to set a fundraising goal and activity goal. The Surgeon General recommends 60 minutes per day of physical activity for children, and 30 minutes per day for adults. 50,000 minutes in a month is a good place to start. 100 students can reach that goal together in only 25 days by being active for just 20 minutes each day. If you’re more active, set your goal higher!

Fundraising Goals: You will also need to set a fundraising goal. You can tie it to the school wellness improvement that you plan to raise money for, or link your fundraising goal to the amount of activity your school team committed to; such as 10,000 minutes in a month or a personal goal of 1,000 minutes. Why not ask your friends and family to help you raise 25 cents a minute?
4 Steps to Online Fundraising

Step 3: Customize Your Page
Tell your story. Talk about why you’re fundraising and getting active! You’re going to be sharing your personal fundraising page by email, social media, and good old fashion conversation, so make sure your page reflects you, your family or school, and your story. Your reason for participating will help inspire others to donate to your personal fundraising page – here is a great example!

Step 4: Start Fundraising
Once you have your team page ready and your goals are set, it’s time to ask other PTA members, school staff, and parents to join your team and create their own personal page. Get started today by sending out emails to your contacts asking for support. Explain what you’re doing and why it’s so important to you. We have many sample emails to make this easy for you. Continue to share your successes too! Did you surpass your goal this week? See something fun on your walk to school? Or did your classroom start doing Fired Up Five activity? Share successes with your supporters on social media like Facebook and update your personal page.
**Online Fundraising Extra Credit**

### How Do You Raise More Than $100 In 5 Days? Ask Around!

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Ask yourself! Start by making your own donation of $10.</td>
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<tr>
<td>Day 2</td>
<td>Send an email to two family members to sponsor you for $10 each.</td>
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<tr>
<td>Day 3</td>
<td>Ask three coworkers to sponsor you for $10 each, or bring in coffee or lemonade and ask coworkers for a donation. (This helped one participant raise $75!)</td>
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<tr>
<td>Day 4</td>
<td>Send an email to four friends to donate $5 each.</td>
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<tr>
<td>Day 5</td>
<td>Send a Facebook message to five other friends or family members to donate $10 each.</td>
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</table>

Fundraising is fun, easy, and leaves everyone feeling really good because they are supporting your school’s efforts to get active and healthy!

### Events to Add to Fire Up Your Feet

You don’t have to plan your fundraising activities around a particular event, but events help to bring your school team together. Fundraising events are also a good opportunity for fun and educational wellness programs like a bicycle and pedestrian safety course (a bike rodeo), or a cooking competition focused on the new My Plate food guidelines. Events can really boost your profits too – some walk-a-thons raise more than $10,000.

If your school already has an existing successful fundraising event, you can contribute to the event with a new online fundraising platform. Walk-a-thon participants will appreciate the ease of online and Facebook fundraising. Fundraising events that use online, peer-to-peer fundraising can raise as much as 10 times more than traditional fundraising events!

### Even More Resources Online!

Go online to explore the resources we are continually adding to make your event a success!

- Activities to get you moving
- **Webinars**
- Customizable letters and downloadable templates
- And more!