



Communicating with Participants and Members

To ensure that we maintain Canada's anti-spam legislation (CASL) compliance, the following are guidelines around how you should communicate with GoodLife Fitness Members about Spin4Kids.

Team/Participant recruitment and fundraising – Email templates

When you register as a Participant or Team Captain at spin4kids.com, you'll have access to a variety of email templates through your Participant Centre. Please select the appropriate email message to send to your personal network only.

Guidelines for communicating with Members about Spin4Kids

The Marketing department at GoodLife Fitness will communicate with Members about Spin4Kids. Please reserve your communication with Members about Spin4Kids to face-to-face conversations. Should a Member request that you send them information via email, you are approved to contact them using the email templates provided at spin4kids.com via your GoodLife Fitness email account.

If you are a Club Champion or Team Captain, you may communicate with Members who have registered for Spin4Kids in the same way you would with Guests. You may email them to schedule the time they are to participate and to provide them with any specific event information.

As an Event Leader, you may communicate with Participants from previous events to invite them to participate again. When communicating with this group, please identify yourself as the Event Leader volunteering on behalf of GoodLife Kids Foundation for Spin4Kids. Please also include the following in your email message: Contact GoodLife Kids Foundation directly at events@goodlifekids.com.

Social media and Spin4Kids

You are encouraged to use your personal social media channels to promote Spin4Kids. You can post news about your Spin4Kids event, share posts from GoodLife's social media channels, and post your personal fundraising link. Use the following hashtag and social media handles: #Spin4Kids, @GoodLifeKids on Facebook and Twitter, and @GoodLifeKids_Fdn on Instagram.

Reminder: You are not approved to private message Members about any topics, including Spin4Kids.