

# PLAYBOOK: Chapter 3

## Recruiting Participants & Registration

### GOAL

Recruit Participants and encourage online registrations

### GAME PLAN

#### Event Leader

Complete your own registration. Even better, sign up as a Team Captain and build your own team!

Set a goal for how many teams/Participants you want at your event

Ensure all Associates are equipped to help recruit Participants

#### Club Champion

Complete your own registration. Even better, sign up as a Team Captain and build your own team!

Ensure Spin4Kids marketing materials are displayed in you Club. How else can you help boost registration?

### DOWNLOADABLE RESOURCES

About GoodLife Kids  
Foundation & Spin4Kids

Tips and Tactics for  
Recruiting Participants

How to Use Spin4Kids.com



## PLAYBOOK: Chapter 3 – Registration & Recruiting Participants

### Early! Online! Ready to Fundraise!

Registration is an important part of your Spin4Kids event's success. You wouldn't want to plan a big party and then have nobody show up because you forgot to send invitations...

#### The Benefits of Online Registration

*For Participants:*

- Access to a personalized fundraising hub and other great tools to help them stay organized
- A digital Participant Guide

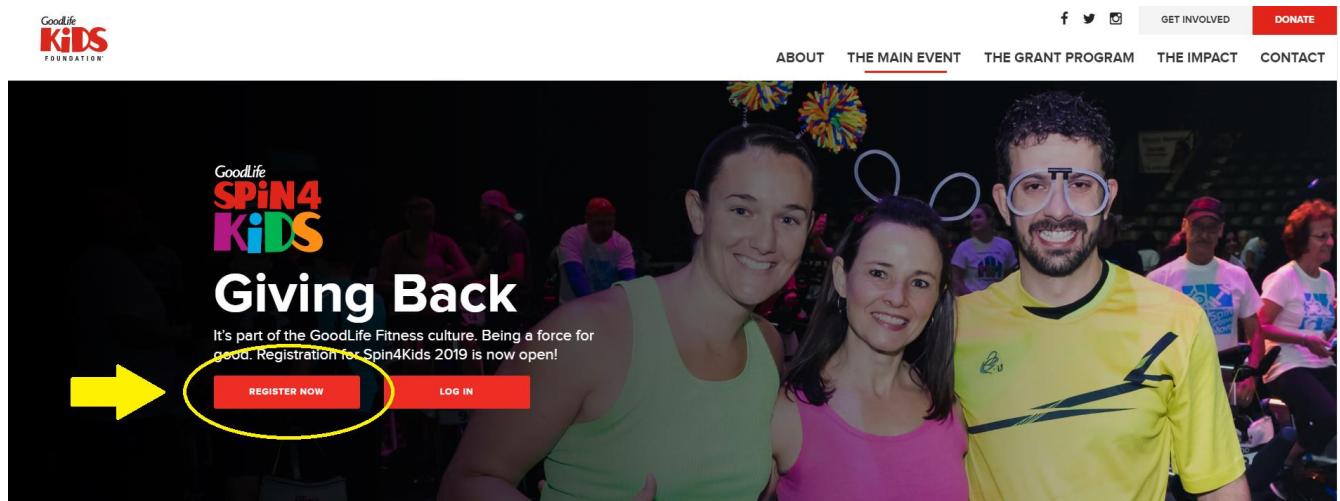
*For Event Leaders and the Spin4Kids Planning Committee:*

- On-demand access to participant and fundraising reports
- More efficient check-in process on event day, as Participants complete waivers in advance

**Tip:** *Confirm your event's schedule early on in your planning. That way, people know what to expect at your event and are more likely to take part.*

#### How does someone register?

Remember, Spin4Kids is for everyone: Associates, Members, family, and friends. Online registration is available at [spin4kids.com](http://spin4kids.com). In the header image, click the red button that says REGISTER NOW!



**Tip:** *For a step-by-step guide through the online registration process, please refer to the resource titled [How to Use Spin4Kids.com](#) on the Event Portal*

## **Everyone Can Play a Role in Recruiting Participants**

The best way to boost registration is to ASK! Everyone in your Club can help recruit Spin4Kids participants. Ideally, all Associates should know:

- Date, time and location of the event
- What activities will be taking place
- Spin4Kids is a *fundraising event* for GoodLife Kids Foundation (all participants are expected to do their best to raise \$125)
- How funds raised will be used – Check out the [About GoodLife Kids Foundation](#) resource
- How to register

Tip: *Know your WHY! Read the document [About GoodLife Kids Foundation & Spin4Kids](#) and visit [goodlifekids.com](http://goodlifekids.com) to learn more about the Foundation's impact.*

Tip: *Looking for ideas to help boost registration? Check out the [Tips and Tactics for Recruiting Participants](#) resource on the Event Portal.*

## **Questions?**

Check out our [Event Leader FAQ](#) on the [Event Portal](#). If your question isn't there, reach out to us at [events@goodlifekids.com](mailto:events@goodlifekids.com). We're happy to help!