



[Direct Link to EVENT PORTAL](#)

PLAYBOOK: Chapter 4 Fundraising

GOAL

Fundraise away! Aim for these goals:
\$5,000/Club — \$1,000/Team — \$125/Participant

GAME PLAN

Event Leader

Come up with a fundraising plan

Reinforce fundraising focus — All Spin4Kids Participants are expected to fundraise to support GoodLife Kids Foundation

Review and follow GoodLife Kids Foundation’s Guidelines for Holding other Fundraising Activities

Club Champion

Share your up-to-date fundraising results to keep Associates and Members informed and motivated

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

DOWNLOADABLE RESOURCES

[Guidelines for Holding other Fundraising Activities](#)

[How to fundraise \\$5,000](#)

[Depositing Funds for GoodLife Kids Foundation](#)

Charitable# 89126 2628 RR0001



PLAYBOOK: Chapter 4 – Fundraising

Spin4Kids is more than a fun fitness event – it’s the NUMBER ONE FUNDRAISER to support GoodLife Kids Foundation. Funds raised through your Spin4Kids event will help break down barriers to participation and provide physical activity opportunities for kids with special needs. You’re helping kids with special needs thrive!

Participant Fundraising

- Teams are asked to set a fundraising goal of \$1,000 per team
- Individuals are asked to set a fundraising goal of \$125 per person

Tip: *Participants will find fundraising resources through their account at spin4kids.com:*

- *Participant Guide*
- *Participant Fundraising Hub*
- *Fundraising Tips*
- *Easy online credit card donation*

Fundraising Rewards

Participants can earn rewards as they fundraise. Here’s a breakdown of what they can receive.

New this year: Only Participants achieving \$125 in fundraising will receive our new tech t-shirt. This replaces the t-shirt which was previously given to all Participants.

Spin4Kids 2019 Fundraising Rewards				
Raise \$125	Raise \$250	Raise \$500	Raise \$1,000	Raise \$2,000+
Spin4Kids tech t-shirt	Spin4Kids tech t-shirt + Spin4Kids portable charger	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin + Ozone lightweight shell jacket	Spin4Kids tech t-shirt + Spin4Kids portable charger + Spin4Kids water bottle + Fundraising Hall of Fame Pin + Base layer thermal quarter-zip pullover

Club Fundraising

Create Your Fundraising Plan

Each Club is different. Create a fundraising plan that best serves *your* Club. Consider things such as:

- How many teams will you recruit and how?
- How many individual Participants will you recruit and how?
- Are there additional fundraisers you want to do to support Spin4Kids? Who will execute them?
- Who is talking to Members, etc about the cause?

Other Fundraising Activities

Your Club may want to organize other small fundraising activities to help reach your Club goal. Please review Guidelines for Holding other Fundraisers before making plans. The following resources are available to support you:

- Tips & Tactics for Club Fundraising
- Silent Auction Guide
- Donation Pin Up Cards

Promotional Materials

Each Club will receive the following materials at no cost to the Club:

September

- Rack cards & Easel Stand
- Sponsor Me Business Cards

October

- 2' x 3' Promo Posters
- Donation Pin Up Cards
- Fundraising Thermometer

November

- Motivator T-shirts

Submitting funds to GoodLife Kids Foundation

We ask you to deposit any funds raised in advance as soon as possible to GoodLife Kids Foundation's account at RBC. Please follow the instructions in the document [Depositing Funds for Spin4Kids](#) on the Event Portal to ensure that donations end up in the right place!

- Online donations are the most secure way to donate and ensure an electronic income tax receipt is issued same day
- Cheques should be made payable to GoodLife Kids Foundation
- Donations by cash/cheque must be recorded on a pledge form
- Income tax receipts will be issued for donations of \$20+
- Income tax receipts will be issued 6 to 8 weeks after Spin4Kids

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. We're happy to help!