

# PLAYBOOK: Chapter 5

## Planning for Event Day

### GOAL

Plan for a great experience for Participants and Volunteers

### GAME PLAN

#### Event Leader

Make sure everything's in place for the big day!

Recruit volunteers and fitness instructors, and finalize your schedule

Double check that you have everything you need — volunteers, signage, bike/equipment, balloons etc.

#### Club Champion

Check in with your Participants to ensure they know their schedule

Connect with Event Leader to see what your Event in particular needs

### DOWNLOADABLE RESOURCES

Spin4Kids Pledge Form

Vendor Policy

Donation Letter Template



## PLAYBOOK: Chapter 5 – Planning for Event Day

Planning isn't everyone's strength, but it's extremely important to the overall success of your Spin4Kids event, and to the experience of your Participants.

When planning for Event Day, it's easiest to look at a checklist by category. We hope you find this useful and it answers some of the questions about where to start.

### Communication is Key!

	Share event information with all Club Associates, including Clubs that are joining your event
	Display the promotional materials that are sent with the September, October, and November marketing
	Ensure volunteers know when they're scheduled to come help out
	Get everyone excited!

### Event Day & Participant Scheduling – Bring the Party!

	Recruit and schedule volunteers early. Confirm they are still available the week leading up to the event
	Recruit and confirm superstar Group Fitness Instructors to lead each activity. These aren't your typical classes – recruit people who can make it feel like a party!
	Contact Participants to schedule them for their preferred activity. <a href="#">Doodle</a> is a good tool to use for this. Use your Teams & Participant Report (available weekly on Pulse). <b>Don't leave this to the last minute.</b> This is a great job for someone who is good with Excel
	Finalize your Event Day activity schedule by <b>Wednesday, September 4</b> and share it with GoodLife Kids Foundation
	Look at your overall schedule including set up and clean up, and build a volunteer schedule and task list. You should be ready 30 minutes prior to when you expect your first Participants to arrive
	One to two weeks prior to the event, send email reminders to Team Captains/individuals of their scheduled time and what to bring (donations, pledge forms, clothing to wear, etc.)

### Event Day Floor Plan – How Traffic will Flow at your Event

	Check-in desk – including security for donations and all paperwork
	Vendor activation area – see <a href="#">Vendor Policy &amp; Guidelines</a>
	Floor standing National Sponsor signs and GoodLife Kids Foundation signage – should be highly visible
	Studio layout
	Participant waiting area/line

	Food/Beverage area (if providing)
	Balloon placement
	Personal Training activities (if these are part of your event)

**Equipment Needs**

	Bikes or other fitness equipment
	Tables/chairs for check-in desk
	Tables/chairs for vendor space (do they need to plug anything into an outlet?)
	Sound equipment for instructors and your MC

**Volunteers for Event Day**

	Set up
	Take down/Clean up
	Check-in desk
	Master of Ceremonies (MC)
	Photographer
	Vendor manager
	Media spokesperson – MUST be knowledgeable about your event and GoodLife Kids Foundation

**Event Day Extras**

	Food and refreshments
	Prizes/giveaways
	Resources – <a href="#">Donation Letter Template</a>
	Completed <a href="#">Pledge Forms</a> are required for tax receipting purposes.

**Event Day Recognition**

	Use the 8.5 x 11 poster template available on the <a href="#">Event Portal</a> to make signs to recognize local supporters
	National Sponsor signs and GoodLife Kids Foundation information signs will be sent to the Event Club prior to Event Day
	Insert your local information in the Recognizing National Sponsors document (found on the <a href="#">Event Portal</a> ) for your MC

**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!