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SATURDAY
NOVEMBER 16, 2019

TEAM CAPTAIN GUIDE

proceeds support

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Welcome! We're thrilled you've signed up to be a Team Captain for Spin4Kids! You're helping kids with special needs thrive through physical activity and fitness. Thank you.

This information package will help you get started and hopefully answer most of your questions about Spin4Kids.

What is Spin4Kids?

Spin4Kids is a fun, rewarding, one-day fitness fundraiser hosted by GoodLife Fitness Clubs across Canada. Proceeds from Spin4Kids support the GoodLife Kids Foundation Grant Program, which provides funding to registered Canadian charities who deliver physical activity and fitness programs for kids with intellectual disabilities and autism.

Spin4Kids will be held on **Saturday, November 16, 2019**. You will participate in group fitness activities like indoor cycling, Zumba, and BodyCOMBAT. Everyone is welcome, even if you're not a GoodLife Member!

What does a Team Captain do?

- Recruit a team of up to 8 people (*Note: Fundraisers must be 12 years of age or older*)
- Register yourself and your team at spin4kids.com
- Encourage your teammates to register online
- Motivate your team to reach the fundraising goal of \$1,000
- Connect with your local Spin4Kids Event Leader for details and schedule your team's participation
- Share Event information with your team

Key contacts

For general Event and fundraising inquiries, please email events@goodlifekids.com.

Spin4Kids Local Contact: Please visit the Location Page at spin4kids.com to find your Event Leader's contact information.

Your fundraising goal

Individuals are asked to raise a minimum of \$125. Teams are asked to raise \$1,000. With a team of 8 Participants, that's only \$125 each! Fundraising tips and ideas are available at spin4kids.com.

As a Team Captain, you will motivate your team members to reach the team fundraising goal. Here are some ideas to get you started:

- Keep an eye on your team's progress. Send out congratulatory messages when someone hits their goal or gets a big donation. Offer advice or ideas if someone is falling behind
- Keep everyone updated on how the team is doing
- Consider having your team work together on a mini-fundraiser. Suggestions available at spin4kids.com
- Start a friendly competition with another team to see who can raise the most

Note: Please refrain from holding raffles and 50/50 draws as these require a lottery license.

Participant Centre

Once you're registered at spin4kids.com, you're ready to start fundraising and encouraging your team to do the same! The easiest way to fundraise is to collect online donations using the tools available in the Participant Centre:

- Your team Page – Customize your team's fundraising page with a message, photos and videos to let supporters know why your team is taking part in Spin4Kids and how they can support your fundraising goals. You'll also be able to see a breakdown of your team's fundraising progress.
- Your Personal Page – Similar to your team's fundraising page, but this one is all about you! Customize it with a personal message, photos and videos to let your supporters know why you're participating and why you took on the role of Team Captain. You'll also be able to see a breakdown of your personal fundraising progress.
- Email – You can send a customizable email to friends, family and coworkers asking them to help you reach your fundraising goal.
- Cash and Cheque Donations – Do you want your online fundraising profile to show all donations you have secured? Here you can enter cash and cheque donations to count them towards your total using 'Offline Pledges.'
- Easily thank your sponsors, sponsor yourself, or invite a friend to join you at Spin4Kids
- Share your Spin4Kids fundraising journey via social media

How to fundraise

The easiest way to get donations? Just ask! Use your Participant Centre, post on social media or have a face-to-face conversation with a potential supporter. Let everyone know that you're participating in Spin4Kids and fundraising to help kids with special needs thrive through physical activity and fitness.

Once you set your goal, break it down into achievable amounts. For example, to raise \$125, you need 5 donations of \$25.

You can find fundraising resources at spin4kids.com, including:

- Pledge Form – For tracking cash/cheque donations and donor information
- Fundraising Tips – Ideas to support your overall fundraising
- Fundraising Rewards – Rewards you can earn by achieving fundraising goals

Questions or comments, email us at events@goodlifekids.com.

Fundraising Rewards

Participants who achieve the minimum \$125 fundraising goal will be recognized with our Fundraising Rewards.

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.

Eligibility for Fundraising Rewards is based on each Participant’s individual fundraising total:

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

Note: Donations made by a Participant to their own fundraising efforts will be deducted from their total funds to determine eligibility for rewards. This is a requirement of Canada Revenue Agency.

Credit card donations: Online only

The easiest way for people to donate is by credit card at spin4kids.com. Participants can send potential donors a link to their fundraising page. Donations made on the Participant’s page automatically get added to their total raised.

Donors making a credit card donation of \$20 or more will automatically be emailed an income tax receipt.

Cash and cheques donations

You can also collect cash and cheque donations. Download the pledge form available in your Participant Centre on spin4kids.com to track these donations. Important points to keep in mind:

- Cheques are to be made payable to GoodLife Kids Foundation
- Completed pledge forms, as well as cash and cheque donations, are to be turned in at your Spin4Kids Event
- The donor's full name and address must be recorded on a pledge form for them to receive an income tax receipt for donations of \$20 or more
- Donors providing an email address will be emailed their income tax receipt
- Income tax receipts will be sent by Canada Post or email 6 to 8 weeks after Spin4Kids

Note: If cheques are made payable to you or you're given cash, you can add these amounts to your online fundraising by taking the following steps:

- Enter and pay them on spin4kids.com under the 'Offline Pledges' section using your own credit card
- When you enter the donation, be sure to use the donor's information so they receive the income tax receipt for \$20 or more (Donor's full name, mailing address and email address)
- Keep the cheque/cash to pay your credit card charges

Corporate Matching Gifts

Many companies offer a Corporate Matching Gift program – matching donations made by an employee to a charity. Please take the following steps to ensure these donations are included in your Event fundraising total and eligibility for Fundraising Rewards:

- Email events@goodlifekids.com and provide the following information
 - Your name
 - Company name
 - Event location
 - Amount anticipated from company's Matching Gift program

Cheques are to be payable to GoodLife Kids Foundation

Registered Charity #89126 2628 RR0001

*Donations of \$20+ with the full name of the donor and a full mailing address are eligible to receive an income tax receipt. If an email address is provided, income tax receipts will be sent electronically.

Lump sum

You are not able to submit a lump sum amount online that you've collected through a fundraising activity like a car wash or bottle drive. To have the amount allocated to you or your team for Fundraising Reward purposes, you must complete a pledge form and submit it to the Club or bring it in on Event Day. To record a lump sum on a pledge form, you only need to indicate the name of the fundraising activity and the lump sum amount being turned in.

Team Captain checklist

Get started

(As early as possible: September to October)

Recruit a team of up to 8 people
Create a team name
Register the team and personalize your team page on spin4kids.com
Ensure your teammates are registered online
Customize your personal page, and encourage your teammates to do the same

Bringing it all together

(One week out)

Calculate fundraising totals
Decide on one last push to hit your goal
Finalize team outfits for the Event (optional)

Keep up the momentum

Determine a fundraising strategy for your team
Determine if you're going to do a mini-fundraiser
Email regular updates to your team
Connect with the Event Leader to schedule a time for your team to participate

Event Day

What you need to know

- Remind your team to bring in all outstanding cash, cheques and completed pledge forms
- Bring water
- Check in 30 minutes before your scheduled activity time
- Join the conversation on social media with **#Spin4Kids**. Tag **@GoodLifeKids** on Twitter and Facebook and **@GoodLifeKids_Fdn** on Instagram

After Event Day

Following Spin4Kids, take the time to formally thank everyone who contributed to your team's success, and the Event's success. Your team members and supporters deserve a big thank you!

Thank you, thank you, thank you!

Thank you, Team Captain! Because of you, more Canadian kids with special needs will have an opportunity to thrive through physical activity and fitness.