



Tips & Tactics for Club Fundraising

Fundraising and FUN are what Spin4Kids is all about. To support your individual and Club fundraising goals, we've put together some tips and tactics to get you on your way.

Level 1 – Basics

Know your stuff

- A confident ask leads to success! Learn more about Spin4Kids and GoodLife Kids Foundation at spin4kids.com. Ensure you and your Club Associates are knowledgeable about:
 - Date, time and location of the event
 - How to register to participate and what activities will be taking place
 - How funds raised will be used by GoodLife Kids Foundation

Sponsor yourself or someone else

- Getting that first donation is key. Others are more likely to support you when you've already received at least one donation.
- Donating to yourself is a good start! It shows you are all in for the cause and helping kids with special needs thrive.
- If you don't want to sponsor yourself, sponsor a friend who is also participating in Spin4Kids.

Ask people directly

- Make a list of people you want to ask to sponsor you. This should be your closest friends, family, and supporters.
- First ask them if they want to participate in Spin4Kids with you. If they aren't able to, ask them to sponsor you for a specific dollar amount.

Level 2 – Basics 2.0

Fill out your online profile and get social

- When you log into your account at spin4kids.com, you can customize your profile and tell your WHY for fundraising.
- Filling out your profile before sending out donation requests significantly increases the donations you'll receive! People want to know why you are excited to be part of Spin4Kids and why you want to help kids with special needs.
- Encourage all participants to fill out their profile and use the social media and email tools available to send messages to their contacts.

Don't stop! Reach one goal and make another

- Reaching \$125 doesn't mean you should stop there. Challenge yourself and others to keep going to see how much you can raise.
- Individuals who reach \$125, \$250, \$500, \$1,000, and \$2,000+ in fundraising will earn Rewards. Check out the Rewards section of spin4kids.com for details.

Level 3 – Use your Reporting

Recognize people for their fundraising success

- People want to be recognized, and will be encouraged to do more if they are positively reinforced.
- GoodLife Kids Foundation will send you weekly reports for your event so you can see who is hitting fundraising milestones and personally thank them for their success.
- Club Summits are a great opportunity to recognize Associates for their hard work.

Support people who may need some help

- You can also use the reports to find out who may be struggling with their fundraising and might want some assistance. Let the team captain know so they can help out.
- The Participant Guide is loaded with tips for fundraising.
- Some people just need a little nudge to get going. Remind them that funds raised will help kids with special needs thrive through physical activity and fitness. It's for the kids!

Level 4 – In Club/Group Fundraising

Lead up Events

- Want to hold other fundraisers in advance of Spin4Kids? Please review Guidelines for Holding Other Fundraising Activities (available through the Event Portal) before you start planning. This will provide you with an overview of the approval process and what kinds of events may/may not be held.
- Examples of other fundraisers that have been successful for Clubs are Special Group Fitness Classes (not conflicting with Spin4Kids) such as Zumba-thon or Combat-a-thon, Train the Trainer Auction, Pie in the Face, and Dress Down Days.

Level 5 – Fundraising Outside of the Club

- Many local businesses offer opportunities for charity fundraising such as restaurants, paint nights, and bottle drives. Explore what is available in your own community.
- You might consider creating your own event. Examples of what other Clubs have done are fun runs, ball hockey tournaments, comedy shows, and dodgeball tournaments.
- Reminder that even though your event may be outside of the Club, you are still representing GoodLife Fitness and the Guidelines for Holding Other Fundraising Activities still apply.