

804,250 Minutes – How Did We Get That Number?

Since launching *The Great Activation*, the most common question we get is how did we come up with a total of 804,250 activity minutes. We're glad you asked.

In designing a new event to support GoodLife Kids Foundation, our number one consideration was how to connect a national event to MOVE by GoodLife Kids – our physical activity program for youth with intellectual disabilities or autism. To do this meant:

- Basing the event on physical activity.
- Ensuring the event is inclusive of all abilities.
- Finding meaningful ways to connect all event participants to MOVE.
- Ensuring MOVE Participants could also be participants in the event.

Everyone knows you can't have a challenge without a goal. For *The Great Activation*, the goal had to be based on physical activity and use a measurement that anyone could use. We decided that **minutes** is the most inclusive measurement. We know how you like to move might look different than how someone else likes to move, and we believe all movement is good movement ... and anyone can measure their movement in minutes.

We wanted one major event goal to work towards together that is also tied directly to MOVE by GoodLife Kids. During the challenge, each event participant will set a goal for the number of minutes they'll achieve over the event period (22 days). We picked some preliminary minute goals based on two metrics: how many minutes our MOVE Participants are active during MOVE classes and the cost of the MOVE program to GoodLife Kids Foundation (did we mention yet that MOVE is free for Participants and their families?):

540 minutes	Number of minutes a youth is active in MOVE for 3 weeks
720 minutes	Number of minutes a youth is active in MOVE for one month
875 minutes	It costs \$875 for one youth to be in MOVE for 6 months
1,200 minutes	It costs \$1,200 for one youth to be in MOVE for 8 months
1,750 minutes	It costs \$1,750 for one youth to be in MOVE for one year

Next was to determine how many people would register to participate in *The Great Activation*. At our last Spin4Kids event we had 4,000 participants. Considering this is a brand-new event, we thought 25% was a good target, and settled on a goal of 1,000 participants for *The Great Activation*.

Finally, we did a 'guesstimate' of what percent of 1,000 event participants we thought would complete each of the suggested activity minute goals. For example, 5% might complete 1,750 minutes and 30% might complete 540 minutes. Then we added up the 'guesstimate' of minutes for each goal and came to **804,250 minutes!**

Guesstimates

<u>Minute Goal</u>	<u>% Participants</u>	<u># Participants</u>	<u>Active Minutes</u>
540	30%	300	162,000
720	30%	300	216,000
875	25%	250	218,750
1200	10%	100	120,000
1750	5%	50	87,500
	TOTAL	1000	804,250

Perhaps not very scientific, but with a brand-new event you have to start somewhere.

P.S. To meet the 540-minute goal, you only have to commit to 3 hours of activity each week of *The Great Activation*. Are you up for the challenge?