Healthy Fundraising
Playbook

SCHOOLS FUNDRAISING

> "Our PTA hosted a fun run last year but the company who ran it took so much of our profit that we didn't want to go that route again. Active Schools Fundraising provides the perfect tool for us to do it ourselves, keep more of the profits and even get a discount on our purchases to improve P.E. class."
> - A Virginia Mom

Active Schools Fundraising is a healthier, more active way to fundraise for your school, club or after-school program through walks, runs and other fun physical activity challenges.

There is NO startup fee or selection process – any group with a tax ID number can raise funds using our online program.

Your group keeps 75% of online funds raised and 100% of your onsite fees. There are no additional charges. Plus, we provide special discounts with equipment, sports and curriculum vendors to help your fundraising dollars go even farther!

First Play: Set Your Goal, Theme and Schedule

The Active Schools Fundraising platform is the perfect online addition to existing walk-a-thon or fun run events. It is also a great way to kick-start a new healthy fundraiser for your school group or program.

Visit ActiveSchoolsFundraising.org to register a team. After you receive confirmation that your team has been created, take a few moments to plan a great fundraiser.

Create a fun and meaningful team name. This makes it exciting for team members to join — and creativity often sparks donations!

Goal! Goal! Goal! Set a dollar goal and tell everybody about what you are striving for! It's easy for supporters to get excited about new playground equipment or a terrific new recess program.

Walk-a-thons, fun runs, minutes to win it and more! What does your school already do to be physically active? Turn that into a month-long fundraising challenge or add online fundraising to your existing walk-a-thon or fun run.

Set your schedule! You will be asked for your fundraiser's start and end date on the registration form. *Tip: the best fundraisers are three to six weeks in length.*

Our online system is available to _register a team_ January 1-April 1 (fundraise through May 30) or August 1-November 1 (fundraise through December 5).

info@activeschoolsfundraising.org

Second Play: Draft Star Players to Your Team

Now that you have your game plan and a creative team name, you are ready to add team members! Your team page on the Active Schools Fundraising system unites your school, club or after-school program to fundraise for the same event.

As the captain, you can send emails and create Facebook updates to invite others to join your team. You can also share a link to your team page in your school's newsletter or on your PTA/school group webpage.

Create an engaging team page. From your fundraising hub, write a description of your event or challenge and add photos. Choose from our standard photo options or customize it with your own logos, mascots and photos.

Invite everybody. Data shows that for each team member you add, your effort will raise, on average, $100 dollars more. Can't think of who to invite? Check out our sample team roster for ideas.

Sample Team Roster

PTA/School group	Sports booster club	After-school program
Parents	Parents	Parents
Teachers	Coaches, trainers	Volunteers
School staff	Local businesses	Board members

Motivate members. Challenge your team members to add more team members with incentives for the winner. For example, the winner gets a free massage (that was donated to your team) and the loser has to do 10 pushups at your event. Sharing progress and keeping your team updated can be the biggest motivator – share how many new members you have added and how close you are to the goal. Don't forget to say thank you!

Third Play: Coach Your Team

Every time a team member is added, a personal page is created for them in addition to your team page.

Coach your team to write their personal story about getting active, describe why they are excited about your Active Schools Fundraiser and share how your fundraiser will make a big difference for your school.

Encourage your team members to add personal pictures to their pages. Putting a face to your effort helps your team's supporters feel a connection to your cause!

Lead by example and be the first to support your team. If your team members see your commitment, they will follow your lead. Supporters also have the option to list their name and donation amount on the pages of your team members.

Fourth Play: Game Day Plays and Victory Celebrations

Communication is key on game day and during your fundraising campaign.

Sending emails to friends and family is the most effective way to raise money. Facebook updates are powerful, too. You can use Active Schools Fundraising's standard email templates or create your own.

Here are some plays to make your emails rank #1:

Craft messages for the audience. Create unique messages for parents in each grade or tailor them for school staff. Your message to staff will differ from a message to close friends.

Send 2-3 messages. Truly — people appreciate reminders. It often takes a few emails before you find the right time to engage a supporter. You can check your fundraising hub to see if your emails have been opened. Experiment with different email subject lines and see if some are opened more than others!

Thank and thank again. Thank your team members and supporters when you reach a milestone, such as half way to your goal. Thank again at the end of your fundraising period. Finally, thank one more time when you have purchased your new equipment or started a new classroom activity program.

Celebrate! Active Schools Fundraising helps you make the most of your fundraising dollars. You keep 75% of all online proceeds, and if you collect registrations or have a drawing onsite, you keep 100% of that money raised. Plus, your fundraising dollars go further with special discounts from vendors such as SPARK, School Specialty, and more.

Your victory celebration begins at the end of your fundraising period. We will mail your proceeds at the close of our spring and fall fundraising sessions.

RAISE MORE. MOVE MORE.

www.ActiveSchoolsFundraising.org