

health.moves.minds.[®]

Event Planning Timeline

- At the beginning of the school year — or right now! — have a [conversation with your Principal/Superintendent/Supervisor](#) to get approval to hold your health. moves. minds. fundraising event.
- You have approval to have your event this year — AWESOME! [Decide now](#) if you will keep all of your portion of the funds raised in your event to receive new PE equipment for your school or if you will share the funds your school raises with a 501(c)(3) charity (and what 501(c)(3) charity that is), as well.
- It's time to [register now as a Team Champion](#) to lead a health. moves. minds. fundraising event at your school.

My Username is: _____ **My Password is:** _____

- Put your health. moves. minds. event start and end date on the school calendar and yours, so everyone knows when it is and so another fundraiser is not scheduled for the same time. Your school calendar entry tells the school about your event.

Suggestion: ABC Elementary health. moves. minds. fundraiser — providing funds for new PE equipment (or list specific PE equipment you are striving to earn) [and if you are sharing with a 501(c)(3) charity] and supporting [insert name of 501(c)(3) charity].

- Now that you have posted your event on the school calendar, write in the dates below to create your personalized event timeline.

Kick-Off Date: _____ **End Date:** _____

- _____ (Input Date = 90 days before Kick-Off)

- Decide what curriculum resources you will use and the unit (examples: jump rope, dance, basketball, soccer, etc.) you will hold your health. moves. minds. event during, before you start your event (Kick-Off Day). Access to the health. moves. minds. SEL Education Resources may be found in your “Thank You for Forming a Team” email and can be used year-round or just during your fundraising event.
- If you chose a 501(c)(3) charity, to share your raised funds with, get your [Charity Paperwork](#) — which includes the **Charity Consent Form, ACH/Direct Deposit Vendor Payment Authorization** form and **W-9** form — completed and sent to SHAPE America. Completing this 90 days before the Kick-Off date is best; it must be received at least 30 days prior to your Kick-Off and no later than June 1, 2023.
- If you don't have an event planning meeting date scheduled yet, contact sjumps@shapeamerica.org to schedule one so we can help you plan a fun, educational and rewarding event!

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- _____ (Input Date = 60 days before Kick-Off)
 - Decide what [incentives](#) you will use to motivate your students to raise funds for the event and how you will Celebrate.
 - Use the [Achievement Poster](#) and Goal Thermometer for grades [K-5](#) or [6-12](#) to celebrate individual and team successes.
 - Set a fundraising goal and check out the Event Planning Tips on Page 4 for additional ideas.

- _____ (Input Date = 45 days before Kick-Off) Review the template emails you have ready-made for you in your [health. moves. minds. Fundraising HQ](#) to send out to all of your students. Send at least four of these emails during your event – Save the Date, Kick-Off Announcement, Half-Time Announcement, and Thank You email.

- _____ (Input Date = 30 days before Kick-Off) Send the Save the Date email to all students and their parents.

- _____ (Input Date = 30 days before Kick-Off) If you are supporting a 501(c)(3) charity and have not yet done so, submit your completed [Charity Paperwork](#) – which includes **the Charity Consent Form, ACH/Direct Deposit Vendor Payment Authorization and W9 forms** – to SHAPE America.

- _____ (Input Date = 7 days before Kick-Off) Hang your [Achievement Poster](#) and Goal Thermometer for grades [K-5](#) or [6-12](#), along with any curriculum pieces you will be using for visual aids.

- _____ (Input Date = Kick-Off Day) Show the Kick-Off Video ([School Fundraiser](#) only or [School Fundraiser and Pay-It-Forward](#) version) to each class until all classes have viewed it. Share with them why you are doing your event and how.
 - Tell them the school goal.
 - Let them know the rules for fundraising.
 - Ask for offline donations daily that your students have to turn in.
 - Let them sign the Achievement Poster and fill in the Goal Thermometer as your students raise donations on and offline achieving your school goal.
 - Use the curriculum you chose to teach your students how to take care of their minds and body to live a healthier lifestyle.
 - Send the Kick-Off Announcement email (in your [health. moves. minds. Fundraising HQ](#)) out to all parents and students the first day you show the video.
 - Customize the [health. moves. minds. Fundraiser Donation Packet](#) with your school's Fundraiser end date and the incentives you select above. Print it out and send it home to parents with an envelope if your school will be collecting offline donations.

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_____ (Input Date = Half-Time Day) You are halfway there between the start date and the end date of your fundraising event. Are you halfway to your goal? Have you used the health. moves. minds. lessons? Are you asking students to hand in offline donations daily? Have you been recognizing achievement of your Fundraising Champions and the School Team using the posters?

- Send the Half-Time email (in your [health. moves. minds. Fundraising HQ](#)) out to all parents and students today.

_____ (Input Date = Last Day of fundraising) Have your celebration day – enjoy the pride your Fundraising Champions have found in helping others – working as a team. Whether your celebration day plan included you sleeping on the roof for reaching your school goal or your students enjoying duct tape, pie-in-the-face or slime for each dollar level of fundraising you set – have FUN, give recognition and CELEBRATE your health. moves. minds. event completion.

- Send the Thank You email (in your [health. moves. minds. Fundraising HQ](#)) out to all parents and students today.

- Use the Recognition Certificates to celebrate students and classes.

_____ (Input Date = within 1 week of last day of fundraising)

- Review the [Event Wrap-Up Guide](#) to successfully close out your fundraising event.

- Email sjumps@shapeamerica.org to let her know that you are done accepting donations for your health. moves. minds. Fundraiser. She will help you wrap up your event so you can receive the incentives you, your students and school achieved.**

- Be sure to [share your health. moves. minds. story](#), including images and/or videos of your health. moves. minds. Celebration!

Questions?

Check out our [Teacher FAQs page](#) for answers to additional questions OR email healthmovesminds@shapeamerica.org.

Event Planning Tips

- Set a dollar goal for your school and a FUN [incentive](#), such as PE teacher for a day” for the highest fundraiser or “pie the principal” if the school hits the dollar goal, etc.
- Download, print and use the [Achievement Poster](#) and [Goal Thermometer](#) ([grades K-5](#) or [grades 6-12](#)) to track and recognize progress during your event.
- Have students pick what new piece(s) of PE equipment they want to strive to achieve during their health. moves. minds. Fundraiser.
- Set incentive goals by grade. Ask your principal if the grade that raises the most money can get a field day!
- Partner with an Art Teacher to make a Name the Gym Banner for the top fundraising champion at your school.
- Involve the entire community in the event. Invite local community groups, city police, county sheriff’s department, community veterans, the rotary club, and local fire department – and ask each group to make a donation.
- Tell parents about the opportunity to obtain [matching donations](#). Many companies will double employee donations to charitable organizations.
- Search for local sponsors for your health. moves. minds. Fundraiser who can provide nutritious snacks for your students or other incentives. Many national chains have provisions to provide donations to support local events.
- Take notes on what worked and what needs to be improved for the next year.
- Utilize parents and other volunteers – and always send a thank you from you and/or your students. You can use the thank you email templates in your [Fundraising HQ](#).