



Fundraising Models for Universities

SHAPE America wants you to experience a health. moves. minds. fundraiser so you know how it will impact your PE budget, help a school or charity in need and give you the opportunity to utilize SEL focused, standards-based education resources and activities to prepare you for your first future educator placement. SHAPE America has created three (3) health. moves. minds. fundraising models designed specifically for a university setting.

University Model A

Implement your health. moves. minds. fundraiser at your University amongst your peers, club members and fellow students.

Implementation

SHAPE America will provide you with a Team Donation link that you will share with your fellow University peers to share throughout social media to request donations. Repost the link on social media multiple times during your donation period and experience how the donations your Fundraiser raises impacts your community and beyond!

Choose your Fundraising Option.

Fundraising Option 1

You will receive 50% of the donations raised as a giveback in the form of a Gopher Gift Card. You may use the Gopher Gift Card for your University needs or you may gift it to one K-12 school in need within your community, so they use it to purchase the health and PE equipment they need.

OR

Fundraising Option 2

You will receive 25% of the donations raised as a giveback in the form of a Gopher Gift Card. You may use the Gopher Gift Card for your University needs or you may gift it to one K-12 school in need within your community, so they use it to purchase the health and PE equipment they need. SHAPE America will also give 25% of the donations raised to a 501(c)(3) charity of your University's choice.

Additional Incentives

No health. moves. minds. themed t-shirts will be awarded in this model.

Your SHAPE America State Association may also benefit from your Fundraiser. If your State Association is not currently a health. moves. minds. partner organization, it will not receive a giveback. Confirm your State Association's partnership by contacting [Stephanie Jumps](#).

If your University raises \$500 or more, you will receive a Champion School Recognition banner.

SHAPE America provides guidance and support to experience a fun, educational and rewarding fundraiser.



Fundraising Models for Universities

University Model B

Implement your health. moves. minds. at your University amongst your peers, club members, and fellow students.

Implementation

Register as a Team Champion and create a Team for your University. Ask each of your University peers to register and join your Team (these members of your Team are called Fundraising Champions). All donations will be raised online only. When each one of your peers register, they will each receive a unique Fundraising HQ website to use in their fundraising efforts. SHAPE America will provide instructions that illustrate how the Fundraising Champions on your Team can connect their own Fundraising HQ to their own Facebook Fundraiser. Each Fundraising Champion will spread the word through their own social media accounts with their own, unique link and let Facebook Fundraiser do the work!

Choose your Fundraising Option.

Fundraising Option 1

You will receive 50% of the donations raised as a giveback in the form of a Gopher Gift Card. You may use the Gopher Gift Card for your University needs or you may gift it to one K-12 school in need within your community, so they use it to purchase the health and PE equipment they need.

OR

Fundraising Option 2

You will receive 25% of the donations raised as a giveback in the form of a Gopher Gift Card. You may use the Gopher Gift Card for your University needs or you may gift it to one K-12 school in need within your community, so they use it to purchase the health and PE equipment they need. SHAPE America will also give 25% of the donations raised to a 501(c)(3) charity of your University's choice.

Additional Incentives

The Team Champion and Fundraising Champions that raise \$50 or more online will receive one health. moves. minds. themed t-shirt following the completion of the fundraiser. Individual donors are not eligible to receive a t-shirt.

Your SHAPE America State Association may also benefit from your Fundraiser. If your State Association is not currently a health. moves. minds. partner organization, it will not receive a giveback. Confirm your State Association's partnership by contacting [Stephanie Jumps](#).

If your University raises \$500 or more, you will receive a Champion School Recognition banner.

SHAPE America provides guidance and support to experience a fun, educational and rewarding fundraiser.



Fundraising Models for Universities

University Model C

Implement your health. moves. minds. fundraiser within a K-12 school at which you are student teaching. The Health or PE Teacher at that K-12 school will learn from you how important health. moves. minds. is for their school.

Implementation

Invite students (and school staff) to register to join the school's team as Fundraising Champions. Upon registration, each Fundraising Champion will receive a unique Fundraising HQ website to support their fundraising efforts. SHAPE America will provide instructions that illustrate how Fundraising Champions can link their own Fundraising HQ to their own Facebook Fundraiser to maximize their fundraising impact.

Choose your Fundraising Option for the School.

Fundraising Option 1

You will receive 50% of the donations raised as a giveback in the form of a Gopher Gift Card. The K-12 school selected for the fundraising event will be able to use the Gopher Gift Card to purchase the health and PE equipment they need for their school.

OR

Fundraising Option 2

You will receive 25% of the donations raised as a giveback in the form of a Gopher Gift Card. The school selected for the fundraising event will be able to use the Gopher Gift Card to purchase the health and PE equipment they need. SHAPE America will also give 25% of the donations raised to a 501(c)(3) charity of the hosting school's choice.

Additional Incentives

Team Champions and Fundraising Champions that raise \$50 or more will receive one health. moves. minds. themed t-shirt following the completion of the fundraiser. Individual donors are not eligible to receive a t-shirt.

Your SHAPE America State Association may also benefit from your Fundraiser. If your State Association is not currently a health. moves. minds. partner organization, it will not receive a giveback. Confirm your State Association's partnership by contacting [Stephanie Jumps](#).

If the K-12 school team raises \$500 or more, they will receive a Champion School Recognition banner.

SHAPE America provides guidance and support to experience a fun, educational and rewarding fundraiser.