



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 charity (and what 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 your calendar 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 charity] and supporting [insert name of charity].

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

Start/Kick-Off Date of Fundraiser: _____ **End Date of Fundraiser:** _____

- ☐ _____ **(Date — 90 days before Kick-Off)** Decide what curriculum resources you will use and 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). If you don't have an event planning meeting date scheduled yet, contact healthmovesminds@shapeamerica.org to schedule one so we can help you plan a fun and educational event! Lessons are found under the Lessons tab on the [health. moves. minds. website](#) (you must be logged in to access the resources) and can be used year-round or just during your fundraising event. If you chose a charity, to share your raised funds with, get your [Charity Consent Form](#) completed and sent to SHAPE America. Completing this 90 days before the Kick-Off date is best; it must be received at least 4 weeks prior to your Kick-Off.
- ☐ _____ **(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](#) to celebrate individual and team successes. Check out the Event Planning Tips for additional ideas.
- ☐ _____ **(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.



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- ☐ _____ (Date — 30 days before Kick-Off) Send the Save the Date email to all students and their parents.
- ☐ _____ (Date — 30 days before Kick-Off) If you are supporting a charity and have not yet done so, submit your completed [Charity Consent Form](#), along with the ACH/Direct Deposit and W9 forms, to SHAPE America.
- ☐ _____ (Date — 7 days before Kick-Off) Hang your [Achievement Poster and Goal Thermometer](#), along with any curriculum pieces you will be using for visual aids.
- ☐ _____ (Date — Kick-Off Day) Show the [Kick-Off Video](#) 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.
- ☐ _____ (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 Team Member 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.
- ☐ _____ (Date — Last Day of fundraising) Have your celebration day — enjoy the pride your Team Member 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.
- ☐ _____ (Date — within 2 weeks of last day of fundraising) Wrap up your event and send any offline donations that were collected to SHAPE America so you can receive your earned student and school incentives. Be sure to [share your health. moves. minds. story](#), including images and/or videos of your celebratory event!

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