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Who We Are
SHAPE America – Society of Health and Physical Educators is a 501(c)(3) nonprofit association and the nation’s largest membership organization of health and physical education professionals.

Our vision is to have a nation where all children are prepared to lead healthy, physically active lives — and our programs and resources support the teachers who are making a difference every day.

Through our advocacy efforts, we laid the groundwork for the inclusion and elevation of health and physical education in the Every Student Succeeds Act (ESSA). And now, we continue the fight for increased funding for these critical K-12 programs.

Why We Need Your Help
Across the country, today’s children and adolescents — at all grade levels — do not get enough physical activity, and are struggling with anxiety, depression, and other mental health challenges.

Understanding these challenges, promoting an active school environment, and teaching your students how to cope with stress, bullying, and societal pressures can make all the difference.

The health. moves. minds.” program includes the lessons, activities, and community-building ideas that can help students live their best lives.

Inspire healthy habits, fuel active minds, and teach your students to thrive physically and emotionally with this new flexible fundraising program that students, parents, and your principal will love!

Join us as we build a kinder, healthier future for our nation’s youth.

Where Your Donations Go
Up to 50% of funds raised from your health. moves. minds. program will benefit your school directly, providing essential funds for the equipment and safe spaces that can prepare all children for a lifetime of health and physical activity. Your school will also have the option of making a local impact by “paying it forward” and selecting a local charity to receive a portion of the funds.

*Special Matching Bonus — We know health and physical education funds are hard to come by, therefore schools selecting to keep their full allocation will receive an additional 10% match from Gopher Sport!

By participating in health. moves. minds., you are supporting health and physical education programs and advocacy at the local, state and national levels. Learn more about your fundraising options on the next page!

Chart Key:
- School and/or Local Charity
- Program Expenses
- SHAPE State Affiliate
- SHAPE America National Association

Thank you for your commitment.
Choose How To Fundraise!

There are two flexible fundraising options when you sign up for the health. moves. minds. program to help you make the biggest impact in your school & community!

Option 1
Support Your School

Grow Your HPE Program
Support overall school wellness!

Receive 50%
of all funds raised from your program
in the form of a Gopher Sport gift card.

An additional 10%
for the extra funds you need
from Gopher Sport!
SPECIAL MATCHING BONUS

Option 2
Support Your School & Community

Pay It Forward
Share the love & make a local impact!

Receive 25%
of all funds raised from your program
in the form of a Gopher Sport gift card.

Give 25%
of the overall funds from your program
to a local charity of your choice!* GIVE BACK OPPORTUNITY

Your impact goes even further!
The remainder of the funds raised will help support health and physical education programs and advocacy at the local, state and national levels.

*If you are choosing to donate 25% of funds raised to a local charity, remember
to fill out your Charity Consent Form and submit by fax to the following secure
fax number: 703-476-9537 2 weeks prior to the start of your event.
Easy Steps for a Successful Event

Your health. moves. minds.® event can be as simple or elaborate as you want it to be. Tailor it to your school size and schedule! Events can be as simple as lesson plans incorporated into your existing units, or can grow to be community-wide events.

We’ve got you covered with fun resources and tips to make your event impactful and engaging! These tools provide you with everything you need, from getting top-level support to raising funds online and more.

Registration and Planning (6-8 weeks before your event starts)

- Sign up online with our easy-to-use fundraising platform.
- Choose the way you would like to fundraise by selecting where you would like to make an impact. 50% of funds can go to your school in the form of a Gopher gift card or you can "pay it forward" and donate 25% of your funds to a local charity while 25% will come back to your school in the form of a Gopher gift card. If you are choosing to donate funds to a local charity, remember to fill out your Charity Consent Form and submit by fax to the following secure fax number: 703-476-9537 2 weeks prior to the start of your event.*
- Decide on a $ goal, length of fundraising period, and celebratory event
- Gain support from administration and staff
- **Looking to collect offline donations?** You sure can! Individual donations will not be tracked. Instead, collected donations will be earned as a team and must be mailed, as a lump sum, to SHAPE America no more than 2 weeks after your event date. A postage-paid envelope will be provided if offline donations are selected in the registration process. (ex: penny wars, dollar drives, donation buckets family nights, etc.)

Online Fundraising

- Learn how to use and customize your school page
- Create incentives to encourage students to register

Promotion

- Make it a whole school/community event
- Send out parent announcements

Engagement

- Implement your health. moves. minds. educational activities in a way that best fits your school and curriculum

Wrap Up Your Event

- Thank and congratulate student body, staff and volunteers
- Reward and follow through on incentive plan
- If you have offline donations make sure to mail them in to SHAPE America no more than 2 weeks after your event.

*Charity Consent Forms must be completed and submitted before your event. Incomplete Charity Consent Forms or forms submitted after you event start date will not be processed for fund distribution. In either case above 50% of funds will be provided to school.
Helpful Hacks

- Set a $ 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 $ goal, etc.

- Have students pick what new piece(s) of PE equipment they want and use that as incentive to raise funds for the school.

- Set incentive goals by grade. Ask your principal if the grade that raises the most money can get a field day!

- Partner with a language arts teacher and have students write official business letters to area businesses, requesting that they assist their local school in raising funds for health and physical education and mental wellness. Students will learn how to write a business letter and how to request a response.

- 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 event 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 the students.

- Looking to host a non-competitive event and/or collect offline donations? You sure can! In this case, individual donations will not be tracked. Instead, collected donations will be earned as a team and must be mailed, as a lump sum, to SHAPE America no more than 2 weeks after your event date. A postage-paid envelope will be provided if offline donations are selected in the registration process. Examples of offline events: penny wars, dollar drives, donation buckets family nights, etc.*

*Offline events track funds raised as a school total, therefore students do not earn individual incentives such as t-shirts.
Create Fundraising Messages To Support Your School And HPE Program

STEP 1: Find your school’s personal WHY. This could be identifying what you will use funds for or what you want your students to learn from the program.

Example: “Our school would like to raise funds for a new rock climbing wall for P.E.”

STEP 2: Share information about health. moves. minds with parents.

- Determine your school’s celebratory event such as a family fun night.
- Spread the word and share your goals with the parents & community member.

Example: “Help us raise money for a rock climbing wall to improve our mental & physical health by joining us at our Family Fitness Night!”

Sample messaging from a family fitness night:

“Amanda raised over $800!”

Sample messaging from a color run:

“Kirsten raised over $4,000!”
Create Fundraising Messages To Support Your Community

STEP 1: Identify how you will use funds within your school and identify a local charity your school would like to support.

Example: “We would like to raise money to purchase new baseball equipment for P.E. while also raising funds to support our local food shelter.”

STEP 2: Share information about health. moves. minds with parents.

- Determine your school’s celebratory event such as a Kindness Spirit Week.
- Spread the word and share your goals with the parents & community member.

Example: “Help us make an impact as we raise funds for our local food shelter and by participating in our Kindness Spirit Week!

Sample messaging from a fundraising page

“Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: Going to the Dogs - Odessa Police Department.”

Kristi Bieri
Odessa Upper Elementary School — Odessa, MO

Kristi raised over $5,500!

Sample social media messaging for a school spirit week:

“It’s Serenity Week! Help our PE department and school raise funds for the National Alliance on Mental Illness.”

Bill Casey
Neuqua Valley High School — Naperville, IL

Bill raised over $4,400!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). **Highlighted** text would be personalized by each school.

**Teacher/Admin Email**

Starting on DATE X, NAME OF SCHOOL will be participating in a four-week educational fundraising program called health. moves. minds. This national program was developed by SHAPE America – Society of Health and Physical Educators.

Through lessons and activities taught primarily in health and PE class, students will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. I encourage you to check out our school’s fundraising page at URL and hope you’ll join our efforts!

**School Newsletter/Save the Date (w/ digital banner)**

In MONTH, our school will be kicking off the all-new health. moves. minds. program! We are so excited to introduce this national educational program from SHAPE America that will teach your student how to take care of their mind and body, while also developing important character traits such as kindness and empathy.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY.

Watch for details about our school fundraiser — we’ll be sending home more information in the coming weeks!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.”™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). **Highlighted** text would be personalized by each school.

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**Parent Email/Letter**

Starting on **DATE X, NAME OF SCHOOL** will be participating in a four-week educational fundraising program called **health. moves. minds.”™** This national program was developed by SHAPE America – Society of Health and Physical Educators.

Through lessons and activities taught primarily in health and PE class, students will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: **NAME OF CHARITY**. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, **NAME OF SCHOOL** will be holding a **NAME OF EVENT**. Go online to our school’s fundraising page at **URL**. From there, it’s easy to set up an individual fundraising page for your child so they can take part!

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**Communication Tips**

Customize messages for your school and share your health & PE equipment goals with students and parents!

Fun engagement tip: Have your students vote on what they want the PE program to receive with the Gopher gift certificate.
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Friday Folders Reminders

We’re Getting Healthier With health. moves. minds.™!

NAME OF SCHOOL is proud to partner with SHAPE America to bring the national health. moves. minds. program to our school! During this four-week educational fundraising program, your children will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

The program also gives us an opportunity to raise funds to create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically!

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. Go online to our school’s fundraising page at URL. From there, it’s easy to set up an individual fundraising page for your child so they can take part!

health. moves. minds.™ Has Begun!

The health. moves. minds. program is underway and we are raising money to create a more active and healthy school environment! Our students are learning real-life skills to help them stay physically and mentally strong — and are developing important character traits like kindness and empathy! If you haven’t already, please visit our school fundraising page at URL. From there, it’s easy to create an individual page for your child so they can participate in this fundraising effort!

health. moves. minds.™ Is Almost Over!

It’s not too late to contribute to our school’s efforts to create a more active and healthy school environment! We are so proud of our students for taking part in this program, which will have a positive impact on their physical and mental health for years to come! Please take a moment to make a donation at URL. Thank you for your support!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Thank You Email

Thank You for Participating in health. moves. minds.™

THANK YOU for helping to make our NAME OF FUNDRAISING EVENT a success!

This year, approximately _______ students at __________________________ School participated in the health. moves. minds.™ fundraiser. Together, we raised _____________! We will use $X of that amount to help create an active and healthy environment in our school.

[optional] And, because one of our school’s goals was also to “pay it forward,” we will be donating $X to NAME OF CHARITY, a local charity.

The remaining funds will be used to develop essential teacher resources and advocate for health and physical education at the state and national levels.

During the health. moves. minds.™ program, our students learned how to take care of their mind and body, while also developing important character traits such as kindness and empathy. These real-life skills will have a positive impact on their physical and mental health for years to come.

Thanks again for your support and generosity!

Sample Fundraising Email From Teachers/School

NAME OF SCHOOL is currently participating in an educational fundraising program called health. moves. minds.™ Students are learning how to take care of their mind and body, while also developing important character traits such as kindness and empathy.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]
As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. Please visit our school’s fundraising page at URL and make a donation today to help our school and our charity partner. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Facebook
NAME OF SCHOOL is currently participating in an educational fundraising program called health. moves. minds.™ Students are learning how to take care of their mind and body, while also developing important character traits such as kindness and empathy. As part of this program, we are raising money to help create a more active and healthy environment in our school, which will benefit our students physically, emotionally, socially, and academically. Our school has pledged to make the world a kinder place — will you support our efforts? INSERT URL

[Option if school designates a local charity partner]
NAME OF SCHOOL is moving and grooving with health. moves. minds. and raising money to help create a more active and healthy environment in our school. We are also supporting our local charity: NAME OF CHARITY.

Twitter
NAME OF SCHOOL is raising money to create a healthier, more active school. Please donate to help our students be the best they can be! URL #healthmovesminds

NAME OF SCHOOL is raising money for programs and resources to improve our students’ physical and mental health. Please donate today! URL #healthmovesminds

Sample Fundraising Email From Parents/Students
My school is participating in a program called health. moves. minds.™ which is teaching us how to take care of our mind and body, while also learning to be kind to others.

As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. With this new equipment our goal is to (insert school goal).

[Alternate paragraph if school has chosen to designate a local charity partner]
As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. We are also going to share part of the money we raise with a local charity: NAME OF CHARITY.

As our fundraiser, we are holding a NAME OF EVENT. Will you please help me raise money by visiting my fundraising page at URL? Thank you so much!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Sample Social Media Messages From Parents

Facebook

INSERT CHILD NAME is raising money to help create a more active and healthy school and has pledged to make their school a kinder place! We’ve raised [amount] so far, but we still need [amount] to reach our goal! Would you consider making a donation (even small gifts help!) to help our fundraising efforts? Please share this post and encourage your own friends to give!

Thank you in advance for your generosity! #healthmovesminds [insert URL and photo]

Twitter

CHILD NAME is doing his/her part to make his/her school a kinder, healthier, more active place by raising funds for their health and PE program. Please donate and join our movement. #healthmovesminds [insert URL and photo]

Sample Messages for Students

ES K–2 – I’m a student at [SCHOOL NAME] and I’m participating in “Kindness Week” to help my community be a happier and healthier place. Will you help me by making a donation?

ES K–2 – “I’m CHILD NAME and I go to SCHOOL NAME school. We’ve been learning how to take care of our mind and body and now we are celebrating with kindness week. We are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. Will you help us get to our goal?”

ES K–2 – “My school is hosting a (insert event here, ex: Random Acts of Kindness Skate-A-Thon) to help combat bullying. The funds we raise will also help my school purchase new inline skating equipment that we can use in physical education to improve our health.”

ES 3–5 – I’m a student at [SCHOOL NAME] and I am participating in a 30-day mindfulness challenge at my school to encourage positive thoughts, feelings and activities in every day. Will you support my efforts?

ES 3–5 – “I’m a student at [SCHOOL NAME], in PE this month we’re learning how to take better care of our mind and body through mindfulness techniques. Our school is also raising money to buy (ex: new equipment for cooperative games) that will help us learn and grow as a team. Will you help me build a more active and healthy school?”

MS 6–8 – I’m a student at [SCHOOL NAME], and I am participating in “No-Phone Saturday” as a way to give back to my community and concentrate on actively engaging with family and friends. Our school is also raising money to buy (ex: new equipment for cooperative games) that will help us learn and grow as a school. Will you support my efforts?

MS 6–8 – I’m a student at [SCHOOL NAME], participating in a “Stress Relief” dance-a-thon to clear my mind before exams while raising funds for my school’s health and physical education program. Will you support my efforts?
health. moves. minds.™ Day Celebratory Event Ideas

- **Mind & Body 30-Day Challenge** — Follow a calendar with daily challenges around mindfulness, kindness, and physical activity.

- **Mindfulness Week** — Encourage the entire school to incorporate mindfulness activities into classes throughout the week. Examples include:
  - Start each day with a school-wide minute of meditation.
  - Encourage all teachers to create a space in their classroom where students can take a mindfulness break by coloring, using a stress ball, doing a few stretching poses, following instructions for better breathing, etc.
  - Play calming music in each classroom during individual work time. Try this playlist.
  - Introduce stretching breaks to each class where teachers lead students in different poses.

- **No-Phone Day/Week** — Students pledge to not use their cell phone on a day selected by the teacher/school — or to go “phone-free” for a certain number of hours each day during a specified week. The goal is to promote active engagement with family and friends. Check out our [PA calendars](#) to share physical activity ideas with your students and staff.

- **health. moves. minds. Family Night** — Use the health. moves. minds. Station Cards to create an event where students and their families can participate in a variety of activities focused on mindfulness, kindness and physical activity.

- **Stress-Relief Dance-a-Thon** — Host a dance-a-thon for students and the school community to promote physical activity through dance as a tool to relieve stress.

- **Zen Night** — Host a family night where students and their families engage in mindfulness activities such as meditation, Better Breathing, yoga, etc. while playing calm music.

- **Kindness Week Challenge** — Hold a school-wide challenge that encourages students to be kind to one another. Teachers will place a small token in the classroom’s “bucket” each time they notice a student being kind. The class with the most tokens is named the “Kindest Class in the School.” You can opt to do this without the competition piece.

- **Send a Kind Message Day** — Students take time to write kind messages to other students, teachers, friends or family members. This can be a stand-alone activity or incorporated into another event.

- **Fun Walks or Fun Runs** — A popular favorite any time of year!

- **Walk-a-thons, bike-a-thons, jump-rope-a-thon, bowl-a-thons, skate-a-thons, hula-hoop-a-thons** — Physical activity is a stress reliever, no matter what the theme is!

- **Teacher-Student Competitions** — Students love these!
School/Community-Wide Engagement Ideas

• **Mindful Moment** — Have the school staff and every student take a moment to decompress in the middle of the day.

• **Create a “Throw Kindness Like Confetti” Bulletin Board** — Put up a bulletin board where most of the school can see it. (By the main entrance is a great place.) Have students share experiences with kindness on the bulletin board. Include the date/time of your celebratory event and any other information you think the school should know. When parents come into the school they will see the board and maybe even contribute a note!

• **“Kindness is Cool” Poster Contest** — Have all students make a “Kindness is Cool” poster. Choose classroom winners in whichever way works best. Then, have parent/community volunteers choose the school’s top 3 posters from all the classroom winners. Or, just hang the “winning” poster from each class in a visible location.

• **Handmade Posters** — Have students make special kindness/mindfulness and/or empowerment posters to place around the school or gym. These posters will be reminders to students to seek out donations for the school’s health. moves. minds.™ program.

• **Extra, Extra** — Ask local stores and restaurants for extra prizes.

• **Join Forces** — Use the PTA to your full advantage! Ask them how they think they can help and have a list of ideas ready.

• **Open House Night** — Advertise the health. moves. minds. program at your school’s open house/back to school night at the beginning of the school year. Share information about mental wellness and the dates of your health. moves. minds. events.

• **Promote Service Learning at All Ages** — Recruit high school students to help run activity stations at your health. moves. minds. event. This can become a service learning opportunity for the older students and a great way to extend health. moves. minds. lessons to the high school level.

• **PE Wish List** — Formulate a wish list for equipment to purchase with funds from Gopher Sport.

• **Surprise, Surprise** — Give out random prizes by drawing student names throughout your fundraising week/month and announce the winners on the daily announcements.
School-Wide Ideas for Sharing Information About Health and Physical Literacy

- Create a bulletin board about health and physical literacy.
- Share a daily fact about the importance of health and physical literacy.
- Focus on health and physical literacy in your lessons.
  Participate in the Big Feats for SHAPE America Virtual Race and ask your PTA/PTO to get involved too in support of HPE!
- Connect with other teachers to share how they can incorporate concepts from health and PE into their lessons.
- Share an infographic about the importance of physical education with parents and your principal. Visit SHAPE America’s Legislative Action Center to find infographics specific to your state.
Incentive Ideas

Student Incentives

• **Principal for the Day** — Top fundraiser gets to be the official principal for the day.

• **PE Teacher for the Day** — Top fundraising student becomes the PE teacher for the day. They spend the day in the gym and help pick/explain activities for classes. It’s a great leadership opportunity for them!

• Have the gym named in honor of the school’s biggest fundraiser for one year.

• **Parents Night-Off**: Host a movie night with a sports-themed movie. Parents get a night out and you promote physical activity. Serve drinks/snacks and collect donations from teachers or the community.

• **Hold a “Hat Day,” “Casual Week”, or “Pajama Day”** to encourage student and staff participation. Staff and students make a donation to be eligible to wear jeans/hats or PJs to school. Ask teachers to pay $5 to $10 to wear jeans for a week. It’s fun to hold this during Testing week.

• **Lunch-Time Treat** — Lunch with principal or favorite teacher for top fundraiser.

School Incentives

• **Spirit Week** — If the school reaches its fundraising goal, make one day Hat Day, Slippers Day, Inside-Out Clothes Day, Book Character Day, Rodeo Day, etc. Be sure to take pictures!

• **Trading Spaces** — Physical education teachers trade places with the principal and assistant principal for a day.

• **Shave It Off!** — Get a teacher or principal to shave their head, mustache, eyebrows — or even dye them school colors.

• **Pie in the Face** — Students who raise a certain amount (you determine) will get to gently pie the principal or PE teacher in the face!

• **Duct Taped** — If the school reaches its goal, students get to duct tape a school staffer to the wall.

• **Slime Me** — PE teacher gets slimed!

• **Dress to Impress** — If the school reaches its goal, all teachers and school personnel dress up in formal wear.

• **Principal’s Challenge** — Engage your principal! Have them pledge to do some sort of physical activity challenge when students hit fundraising goals! Example: Principal will do X number of push-ups or run X number of laps for every $100 dollars raised!
Online Platform FAQs

When is the best time to sign up my school for health. moves. minds.™?
Anytime! Ideally, we recommend registering approximately two months before you plan on implementing your program so you can provide enough of a heads-up to colleagues and parents.

How do I create a fundraising team for my school?
You can create a team directly from the Campaign Landing Page by clicking the “Register” button and selecting the “Create a Team” option in the pop-up. To create a fundraising team, you must first create an account and follow the short form until your account is created. If you already have an account, log into your Classy account instead. Congrats – first step completed. Follow the prompts to name your team, set a fundraising goal, and write a team mission statement. After you create an account and completed the team form, you’ll see your team fundraising page. The last step is to set up an individual fundraising page to become the first member of your team. Click the Join Team button to do so.

Now, you can then recruit team members (other teachers, administrators, parents, community, etc.) and start fundraising! Any money donated to an individual’s fundraising page or team fundraising page will roll up to the school’s team fundraising account.

If you forget to join your team, don’t worry! You will still have the option to join a team once you have created your personal fundraising page.

How do others join my team?
To be a member of a fundraising team, you must first create an account and an individual fundraising page. From the main campaign landing page, click the “Register” button and follow the short form until your page is created. Congrats – first step completed. After going through the process of creating their individual page by naming their page, setting a fundraising goal, and uploading a photo, they will be taken to their fundraising page. They can then join your school’s team by selecting the Join a Team option after clicking the “Register” button on the campaign landing page.

They will then have the option of entering the name of your team in the search bar or browsing through the list of established teams to find your team name. They simply click on the name of your team to become a team member.

They can also click the “Join Team” button on the team page.

Make sure to share and include this information in your messaging when communicating with colleagues, administrators, and parents.
Online Platform FAQs

Will individual fundraising totals automatically be added to the team fundraising page?
Any money donated to an individual’s fundraising page will roll up to the school’s team fundraising account.

Who can edit my team?
Only the school’s team captain who created the team will be able to edit the team fundraising page. The organization account administrator can update the page title, the team lead, short URL, and the team fundraising goal.

Why can’t I find my school?
To participate in health. moves. minds., a school must register through the online platform. If your school already created a team, you will then have the option of entering the name of the team you are looking for in the search bar or browsing through the list of established teams to find the team you want to join. Simply click on the name of the team to become a team member. If your school is not listed, now is a great time to sign-up!

How can students earn a t-shirt?
To earn a t-shirt, a student/parent must register online through your school’s team fundraising page and raise $25. Offline events track funds raised as a school total, therefore students do not earn individual incentives such as t-shirts.

How can I add cash or check (i.e. offline) donations to our fundraising page?
Looking to collect offline donations? You sure can! Individual donations will not be tracked. Instead, collected donations will be earned as a team and must be mailed, as a lump sum, to SHAPE America no more than 2 weeks after your event date. A postage paid envelope will be provided if offline donations are selected in the registration process. (examples of group events: penny wars, dollar drives, donation buckets, family nights, etc.)

1. If you’d like to collect offline donations, make sure to request your school collect envelope from SHAPE America in the online registration form. Envelope will arrive within two weeks after registration is processed.

2. Mail SHAPE America the offline donation school collection envelope no more than 2 weeks after your event ends. Please note - SHAPE America cannot accept cash, cash donations must be converted to check form.
   Mail to:
   SHAPE America
   health. moves. minds. Program
   PO Box 17040
   Baltimore, MD 21298-8910

3. SHAPE America adds the offline gifts to the school fundraising page
   Once we receive your mailed donations, we have the ability to add those contributions to your school's fundraising page total using the “offline gifts” functionality. Only an organization administrator or campaign administrator can add an offline gift. You must go through the organization in order to reflect this progress on your school’s fundraising page. Individual donations will not be tracked, donations will be added as a lump sum to the school’s fundraising page. Offline events track funds raised as a school total, therefore students do not earn individual incentives such as t-shirts.

Please reach out to AP@shapeamerica.org if you have any questions pertaining to the submission of offline donations.
Online Platform FAQs

How do I edit my personal information?
When you make a donation or create a fundraising page through the Classy platform, a Supporter Dashboard is automatically created for you. Your personal information (name, email address, etc.) can be edited via your Supporter Dashboard:

1. Select Login From Homepage
Select the Login option at the top right-hand side of the screen.

2. Enter Email And Password
To access your Supporter Dashboard, log in using your email address and password. If you have forgotten your password, reset it within the login window.

If you are already logged in, you can access your Supporter Dashboard from any page by hovering your mouse over the avatar in the top right-hand corner of the screen and selecting My Profile.

3. Navigating The Supporter Dashboard
Once logged in to the Supporter Dashboard, you can edit your personal information. To make changes, scroll to the Contact Information section and click Edit.
Online Platform FAQs

How to Manage Your Team as a Team Captain
After you create a team fundraising page, you can edit its details and personalize the content. Learn how to edit your team fundraising page.

Before you start

You'll need to be a team captain in order to edit a team page. The team captain is the individual who created the team page.

Open your editor

Visit your team fundraising page and tap on the Manage button. It will be at the top-right of the screen on a desktop or laptop and at the bottom-right of the banner image for mobile devices.

Tip: Once you open your editor, this button will be replaced with a View button. After you make your edits, hit this button to return to your fundraising page and see your changes.

Overview

The first thing you see when you open the editor is the Overview tab. From here, you can view some cards with suggested next steps and access other content tabs. There are 2 content tabs that control the appearance and details of your fundraising page: the Story tab and the Details tab.

Tip: If you’ve completed the cards, you can reset them if you ever need a refresher. The first donation card is the only one that disappears since you can’t make the first donation twice.

If this is your first time viewing the editor, we recommend completing the cards. They will help you edit your Story, make the first donation to your team, and ask for donations from friends and family. If you’ve already completed the cards, use the other sections in this guide to edit your page.

Edit your story

Your Story is the main content that appears on your fundraising page. To edit the content, tap on the Story tab and make your changes in the text block. Hit Save when you’re finished to save your edits.

If you’re using a desktop or laptop, you can add photos, videos, and links with the tools at the bottom of the text block. Need inspiration? Share why the cause is important to you and how it has a beneficial impact.
Online Platform FAQs

You can also edit your story from the Edit Your Story card on the Overview tab. Click on the Compose button in the card to open the story editor. If the Edit Your Story card is not displayed, skip the remaining cards until you get to the Reset Cards button.

Post updates

Use updates to keep friends and family engaged with your team’s fundraising progress. You can share progress toward your goal, something about the nonprofit you’re proud of and motivated by, or get creative and offer to do something for donations (ex. pushups, run a mile, bake cookies).

To post updates, open the Story tab and select Updates. From here you can use the Create New button to post a new update or click the three dots on an existing post to edit it.
Online Platform FAQs

Edit your details

The Details tab is where you can edit the key details of your team fundraising page such as your team picture and fundraising goal. Simply make the edits you need and hit the Save Changes button when you’re finished. We explain what you can change below:

Key details:

**Team Picture:** Use the Upload button to change your team picture. You can also use the Remove button to remove your picture and use the default picture that the nonprofit chose.

**Team Name:** This is the team name that will display on your fundraising page.

**Page Headline:** This is the headline that appears on your fundraising page. We recommend keeping it short and sweet.

**Goal:** The amount you hope to fundraise. You can adjust the amount at a later date if you find that you have overestimated, or hopefully underestimated your team’s potential!

**Default Thank You Message:** Set the standard Thank You message that is sent to any donors who give directly to your team page.

**Set Your Vanity URL:** This is the URL or link that will appear in your browser’s address box when donors visit your page.
Online Platform FAQs

Team Notifications
Team notifications are sent to the team captain’s email. The notifications are designed to keep team captains up-to-date on your team’s fundraising activity. Toggle them on or off to control your preferences and hit Save Changes.

Don’t forget to save your changes when you are done!

Comments on my team page
You’ll receive this notification when someone comments on your team fundraising page. This ensures you’ll know when to comment back to keep your donors engaged.

Donations on my team page
When someone donates to your team fundraising page, you’ll receive this notification. This ensures you can thank donors for their gifts.

Fundraisers joining my team
You’ll receive this notification when someone joins your team. This will help you support your team members.

Encouragement emails
When your team reaches a certain percentage of your goal or a specific amount, you’ll receive an encouragement email. You’ll only receive these notifications if the organization you support uses Classy to send encouragement emails.
Posting Updates to Your Individual Fundraising Page

Fundraising progress updates are critical to engaging your supporters. This support article will walk through how to post updates on your individual or team fundraising page.

1. Log In To The Supporter Dashboard: First, log in to the Supporter Dashboard that was automatically created for you the first time you donated or created a fundraising page on the Classy platform. From the Classy.org homepage, select the Login option at the top right-hand side of the screen. If you have forgotten your password, reset it within the login window.

If you are already logged in, you can access your Supporter Dashboard from any Classy page by hovering your mouse over the avatar in the top right-hand corner of the screen and selecting My Profile.

2. Navigate To The Supporter Page: Once logged into your Supporter Dashboard, you’ll see the organizations you support listed on the left under “Organizations I’m Supporting.”

3. Navigate To Your Individual Or Team Fundraising Dashboard: On the Supporter Page, you will see tabs for Fundraisers and Teams. Select the Fundraiser tab and click the Manage Fundraiser icon to open the fundraising dashboard for your individual fundraising page.

If you want to update a team page, select the Teams tab and click the Manage Team icon to open the dashboard for your team fundraising page. Remember, only Team Captains (creators of the team) have access to the team fundraising dashboard.

4. Post An Update From The Dashboard Story Tab: From your fundraiser dashboard or team dashboard, select the Story tab. To post an update, select the Updates section and click Create New to open a text block.

Write your update in the text block. If you have trouble thinking of what to put in your update, you can click on the What Should I Write option at the bottom right of the text block for inspiration. Click Publish to post your update.

5. Editing Your Post: You can always edit your updates later. To edit your updates, return to the Updates section of the dashboard Story tab. Click the icon with three dots to the right of your update, and select Edit to change your post.
Online Platform FAQs

How To Thank A Donor
There are three different ways to thank donors for their contributions directly from your fundraising page.

Thank from the Donations Tab: From your team dashboard, select the Donations tab to generate a list of donations made to your fundraising page.

Select the Thank button located to the right of a donation, type your message, and click Comment! You can also use the Mark Thanked feature, which indicates who you have thanked and who you have yet to thank for their donation.

Thank from Your Activity Feed: From your live team fundraising page, scroll down until you see the Fundraising Page Activity Feed located near the bottom of the page. This will display the most recent activity on your page. You can thank donors here by clicking the Reply button next to a donation, typing your thank you message in the resulting text field, and selecting Post Comment.

Thank through Email: From your team dashboard, select the Emails tab, then select the Thank your donors email template. If you prefer to thank your donors via email, this will provide you with a pre-populated thank you email template.

Select Copy Message, paste the copied language into a new email in your personal email account, and send the thank you. This copied message contains a link back to your personal fundraising page as well!

Remember you can always thank donors on social media and showcase your gratitude for their generosity in a public platform!
Online Platform FAQs

How To Share Your Team Fundraising Page
Sharing your fundraising page is easy and critical to reaching your fundraising goal. As a team captain, you can easily share your team page using three methods.

A. Share From Your Team Dashboard
From the Team Dashboard, you have three different options for sharing your fundraising page: Facebook, Twitter, and URL link share. Click on the appropriate icon to share your page.

B. Share From Your Fundraising Page
You can also share from your live team fundraising page. On the top right of the page, there is an arrow icon that expands the sharing options. Click the arrow to share your page via Twitter, Facebook, or email.

C. Share Using Your Page URL
The last way to share your team fundraising page with your network is to send your page URL via email. You can simply copy the URL in the address bar of your browser and paste it into an email to send to potential donors!
Online Platform FAQs

Posting Updates to Your Fundraising Page
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Write your update in the text block. If you have trouble thinking of what to put in your update, you can click on the What Should I Write option at the bottom right of the text block for inspiration. Click Publish to post your update.

5. Editing Your Post: You can always edit your updates later on. To edit your updates, return to the Updates section of the dashboard Story tab. Click the icon with three dots to the right of your update, and select Edit to change your post.
What Can I Do with My Gift Card?

1. Use your hard earned funds to support your school’s health and physical education program with equipment from Gopher!

2. Support school wellness with Gopher’s other brands! Your gift card works with ALL of the brands below.

**Gopher**
Innovative physical education, athletic, fitness, and recreation equipment for elementary to high school and beyond.
GopherSport.com

**SPARK**
SPARK is Physical Education...and so much more! With seven different full curriculum modules to choose from, SPARK programs help support many ages and program types.
sparkpe.org

**Moving-Minds**
Unique classroom furniture and supplies that promote activity and learning in the classroom.
Moving-Minds.com

**PLAY with a Purpose**
Your trusted expert in early childhood active play and playground solutions.
PWAP.com

**Gopher Performance**
Strength and conditioning solutions that help everyone achieve peak performance.
GopherPerformance.com

**STEM Supplies**
Products designed to immerse students in the STEM principles and connect learnings to the real world.
stem-supplies.com