

Active Schools Fundraising and Fire Up Your Feet: A Winning Combination!



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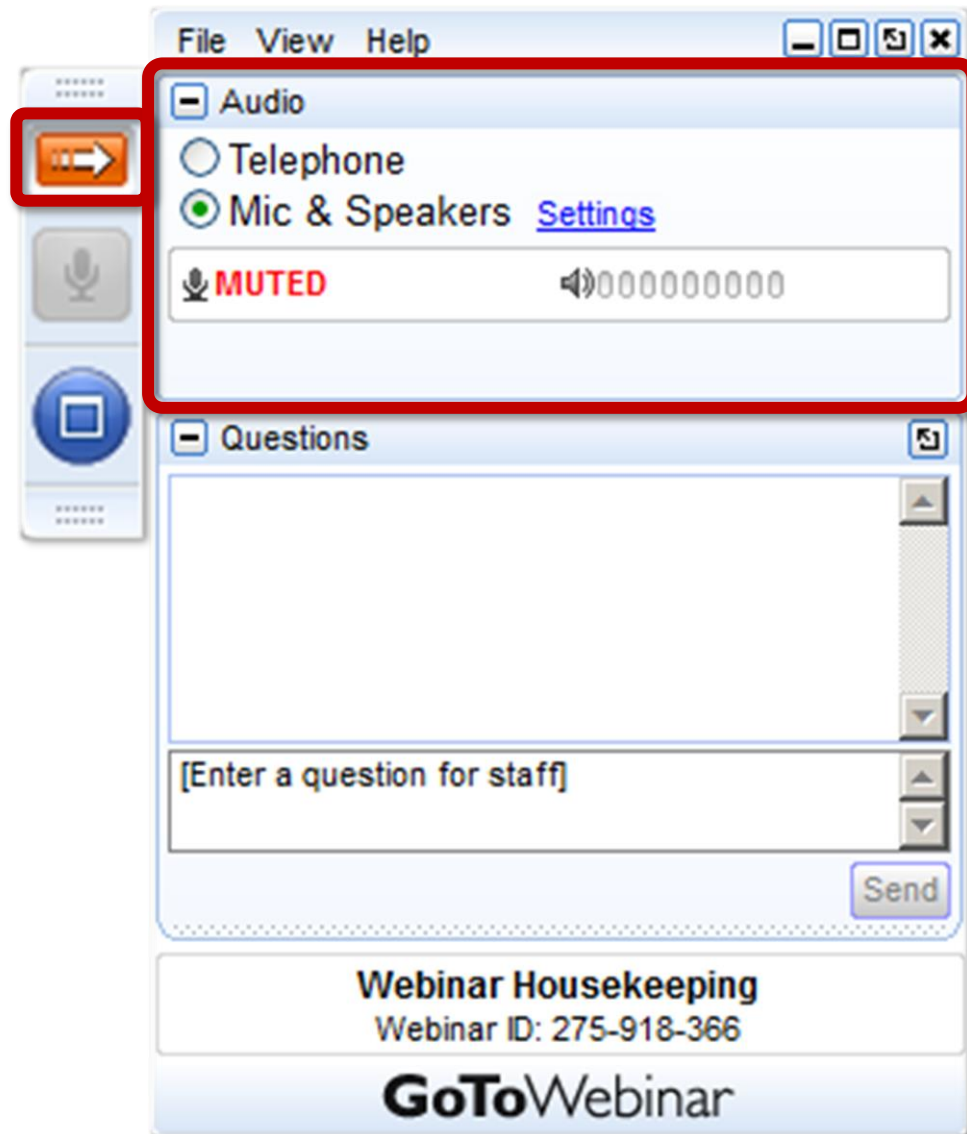
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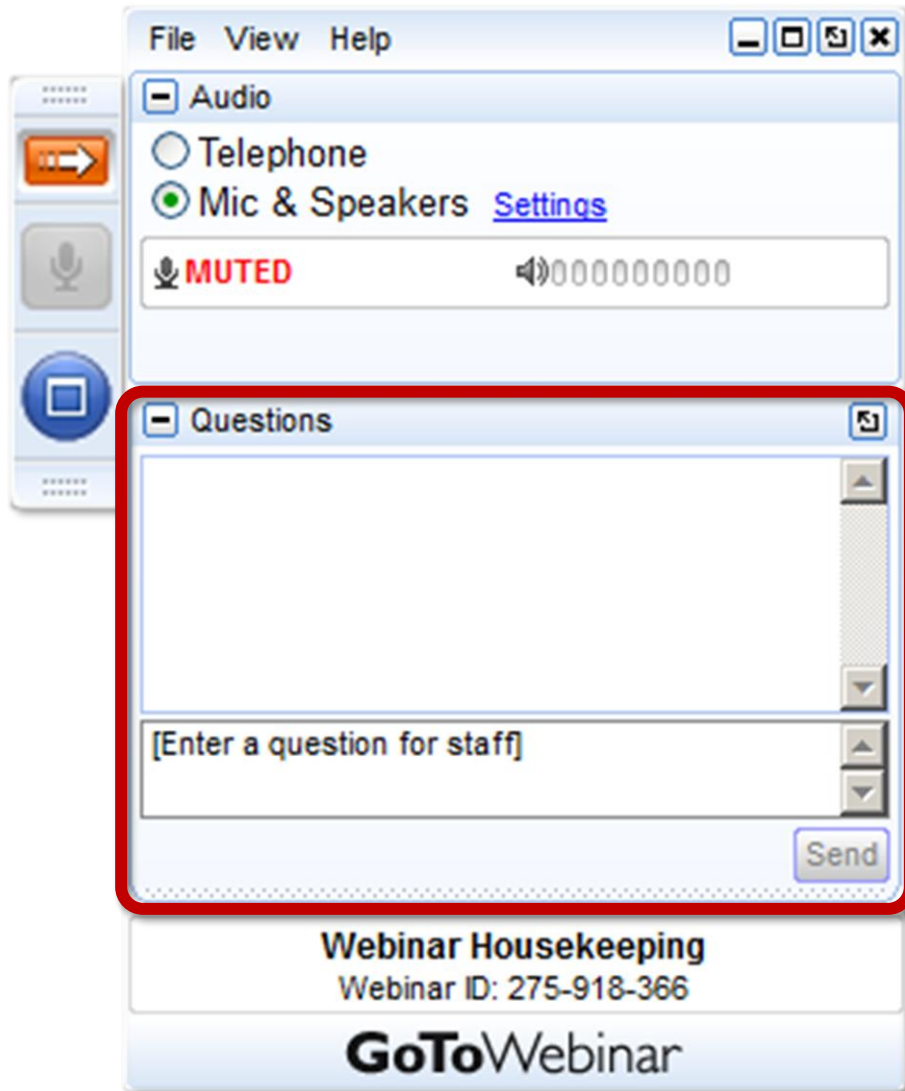
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HAVE A QUESTION?



QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel

Today's Speakers



Julie McDonald

Fire Up Your Feet Senior Manager
Safe Routes to School National Partnership



Julie Frank

Senior Manager of Development
Safe Routes to School National Partnership



OBJECTIVES

Attendees will learn:

- How to create an Active Schools Fundraising team
- New active and healthy fundraising ideas
- How to sign up for Fire Up Your Feet
- How to add online fundraising to Fire Up Your Feet
- How to win awards and prizes!



This webinar is for you!

Fire Up Your Feet Rewards Active Families and Schools

Winning is as Easy as 1-2-3!

**FIRE
UP**
YOUR
FEET!



Safe Routes
to School
**National
Partnership**

Today we'll talk about

- Overview of the Safe Routes to School National Partnership
- Fire Up Your Feet program basics
- Cash awards for K-8 schools
- How to participate and next steps



FIRE
UP
YOUR
FEET!



Safe Routes
to School
National
Partnership

About the National Partnership

We are a nonprofit organization that improves the quality of life for kids and communities by promoting **active, healthy lifestyles** and safe infrastructure that **supports bicycling and walking.**



**FIRE
UP
YOUR
FEET!**

What is Safe Routes to School?

- The **long-term goal** of Safe Routes to School programs is to increase the frequency with which students are able to walk, bike, and roll to school.
- Safe Routes to School programs help to **make walking and bicycling to school safer and more accessible for children**, including those with disabilities, and to **increase the number of children who are able to walk, bike, or roll to and from school and in their community.**



**FIRE
UP
YOUR
FEET!**

What is Fire Up Your Feet?

Free, easy and fun encouragement program to improve physical activity, health and wellness

A bi-annual “Activity Challenge” with an opportunity to win cash awards for tracking activity!

Next Challenge: 4/15 – 5/15 in CA, CO, HI, and Metro Atlanta and
5/1 - 5/31 in MD, DC, VA, OR and SW Washington

**FIRE
UP**
YOUR
FEET!

Fire Up Your Feet: our goals

Create demand
for walking,
bicycling and
physical activity

Engage parents,
staff and students
to create active
schools

Mobilize schools
in building
healthier
communities



Program Reach

Activity Challenges in:

- California
- Colorado
- Georgia (Metro Atlanta)
- Hawaii
- Maryland
- Nevada (Clark County)
- Oregon
- Washington (SW)
- Virginia
- Washington, D.C.



2017 Spring Activity Challenge:

- Use our online tracker to log **any type of activity** (walking, biking, yoga, dance, sports etc) **at any time during the Challenge month**— just once or every day (up to you)
- **Anyone** can track on behalf of their school (teachers, parents, school staff) for **free**
- **Dates: 4/15 – 5/15** in CA, CO, HI, and Metro Atlanta and **5/1 - 5/31** in MD, DC, VA, OR and SW Washington.
- **K-8 schools in other regions can use our online tracker/resources and are eligible for \$500 cash award** for Walk/Bike/Roll to School Day on May 10!

Spring 2017 award highlights

- **145** cash awards totaling **over \$90K** for K-8 schools in CA, CO, HI, Metro Atlanta, MD, DC, VA, OR and SW Washington + **healthy product awards from our sponsoring partners**. See a full list of awards and criteria at fireupyourfeet.org!
- **1st Place Award** ranges from **\$1K - \$5K**, depending on the region
- **Breakout awards** include Rookie of the Year, Activity All-Star and School Champion (\$250 - \$500)
- **Any K-8 school in the country** can compete for our \$500 National Walk/Bike/Roll to School Day Award.

How to participate: 3 easy steps

1. **Register and track activity** at the Fire Up Your Feet website (www.fireupyourfeet.org)
2. **Promote the Challenge** to get more people at your school to participate!
3. Get Fired Up, log activity and **win cash awards** for your school!

FIRE
UP
YOUR
FEET!

Time to Register:
www.fireupyourfeet.org

Fire Up Your Feet

Not secure | fireupyourfeet.org

FIRE
UP
YOUR
FEET!

PROMOTIONAL
RESOURCES

TRACK
ACTIVITY

AWARDS
PROCESS

ABOUT NEWS FUNDRAISING CONTACT US

LOG IN

REGISTER



SPRING 2017 CHALLENGE

Time to gear up for the Spring Activity Challenge!
Register now for the Challenge, April 15-May 15 in
CA, Metro Atlanta, HI, and CO and May 1-31 in OR,
SW Washington, VA, DC, and MD



Ask me anything



11:48 AM
2/22/2017



ADD GROUPS

CREATE ROUTINES

LOG ACTIVITY

LEADERBOARD

YOUR DASHBOARD

MY PROFILE

FIRST NAME*

Test

LAST NAME*

Test

E-MAIL*

juliemargaretmcdonald@gmail.com

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public.

PHONE NUMBER*

5106840051

A valid phone number. The phone number is not made public.

CURRENT PASSWORD

Only fill out if you are setting a new password

NEW PASSWORD

To set a new password, enter it above, otherwise leave this field blank to maintain your current password. Remember all passwords must be between 8 and 20 characters long.



Ask me anything

11:30 AM
9/14/2016

3 simple steps

The screenshot shows a web browser window with the URL ca.fireupyourfeet.org/tracker/groups. The page features a purple header with navigation links: PROMOTIONAL RESOURCES, TRACK ACTIVITY, AWARDS PROCESS, ABOUT, NEWS, FUNDRAISING, and CONTACT US. A 'LOG OUT' button and a 'DASHBOARD' button are also visible. The main content area is divided into three columns, each representing a step in the process:

- 1 ADD GROUPS**: Accompanied by an icon of three people. The text below reads: "Welcome to the Activity Tracker! Start by creating a group – this will help you organize and track for your classroom, club, or team. If you are tracking for just yourself or another individual, create a group with one person in it."
- 2 LOG ROUTINES**: Accompanied by an icon of a jump rope. The text below reads: "Keep things simple by creating routes for recurring activities."
- 3 LOG ACTIVITIES**: Accompanied by an icon of a red and yellow running shoe. The text below reads: "Once your participants are in the system - with or without a group - you're ready to start tracking. Keep things simple by creating routines to track recurring activities."

A 'SCROLL DOWN' button with a circular arrow icon is located in the bottom right corner of the main content area. The Windows taskbar at the bottom shows the time as 11:33 AM on 9/14/2016.

Add Groups

[PROMOTIONAL RESOURCES](#)
[TRACK ACTIVITY](#)
[AWARDS PROCESS](#)
[ABOUT](#)
[NEWS](#)
[FUNDRAISING](#)
[CONTACT US](#)

[LOG OUT](#)
[DASHBOARD](#)

[ADD GROUPS](#)
[CREATE ROUTINES](#)
[LOG ACTIVITY](#)
[LEADERBOARD](#)
[DASHBOARD](#)

ADD GROUPS

ADD GROUPS

Fields marked with (*) are required
 (+) adds another entry
 When finished, click SUBMIT

GROUP NAME *	PREFERRED SCHOOL*	TOTAL NUMBER OF PARTICIPANTS*	
PE Class	SEQUOIA ELEMENTARY SCHOOL	23	+

If your school is not found, please let us know at info@fireupyourfeet.org.

SUBMIT

GROUP NAME	PREFERRED SCHOOL	# OF PARTICIPANTS	EDIT	DELETE
TEST	SEQUOIA ELEMENTARY SCHOOL	2		

Log Activity

The screenshot shows the "Log Activity | Fire Up Your Feet!" web application. The browser address bar displays "ca.fireupyourfeet.org/tracker/activity".

Navigation Bar:

- Logo: FIRE UP YOUR FEET! CALIFORNIA
- PROMOTIONAL RESOURCES
- TRACK ACTIVITY (Active)
- AWARDS PROCESS
- ABOUT NEWS FUNDRAISING CONTACT US
- LOG OUT
- DASHBOARD
- Search icon

Left Sidebar:

- ADD GROUPS
- CREATE ROUTINES
- LOG ACTIVITY
- LEADERBOARD
- DASHBOARD

Main Content Area:

ACTIVITY TRACKER Edit your profile and view logged activity

To add activity that is not a saved routine start with the date field (+) adds another entry When finished, click SUBMIT

Enter the minutes and miles for your group. For example, if your group of 10 people walked 1 mile in 20 minutes, enter "1" in the miles field and "20" in the minutes field. We will calculate the total number of miles and minutes for you!

GROUP *	DATE *	CATEGORY *	ACTIVITY *	MILES	MINUTES *	ADD MORE
TEST ▾	SAVED ROUTINE ▾	09/14/2016	TO SCHOOL ▾	WALK ▾	1 MILES 30 MINUTES	+

SUBMIT

FILTER BY:

START	END	CATEGORY*	ACTIVITY *	GROUP*	APPLY	CLEAR
📅 MM/DD/YYYY	📅 MM/DD/YYYY	▾	▾	▾		

DATE	CATEGORY	ACTIVITY	MILES	MINUTES	PARTICIPANTS	EDIT	DELETE
09/14/2016	TO SCHOOL	WALK	5	5	TEST	✎	☐

FIRE
UP
YOUR
FEET!

Leaderboard

The screenshot shows a web browser window with the URL `ca.fireupyourfeet.org/tracker/leaderboard`. The page features a navigation bar with the following elements: a logo on the left, a California state icon labeled "CALIFORNIA", and a menu with links for "PROMOTIONAL RESOURCES", "TRACK ACTIVITY" (highlighted), "AWARDS PROCESS", "ABOUT", "NEWS", "FUNDRAISING", and "CONTACT US". On the right side of the navigation bar are links for "LOG OUT" and a yellow "DASHBOARD" button, followed by a search icon. A purple banner across the top of the main content area contains the text "SCROLL DOWN" with a circular arrow icon. On the left side of the main content area, there is a vertical sidebar with five buttons: "ADD GROUPS", "CREATE ROUTINES", "LOG ACTIVITY", "LEADERBOARD" (highlighted in purple), and "DASHBOARD" (highlighted in yellow). Below these buttons is a section titled "ACTIVITY TRACKER" with the text "Edit your profile and view logged activity". The main content area has a large heading "LEADERBOARD" followed by a paragraph: "These standings reflect the most recent tracked activity for schools that are eligible for final Challenge awards." Below this is another paragraph: "Please keep in mind that additional activity may still be tracked until the close of the Challenge and these standings do not indicate final winners, nor do they reflect eligibility for all award categories. A listing of final winners will be posted in each region's News section at the conclusion of each challenge." This is followed by a note in italics: "* Schools with fewer than 100 students are not eligible for final Challenge awards and are not included in the Leaderboard. Small schools are eligible for other award categories; please see your region's award page for award details and criteria." At the bottom of the main content area, a paragraph states: "The leaderboard goes live during the first week of each Challenge period and can be viewed until the end of each Challenge. If you do not see the leaderboard it means the Challenge has not yet begun in your region." The Windows taskbar at the bottom shows the "Ask me anything" search bar, several application icons (including Edge, File Explorer, Store, Firefox, Chrome, and Word), and a system tray with the date and time "11:42 AM 9/14/2016" and a notification icon with the number "2".

Leaderboard | Fire Up Yo X

ca.fireupyourfeet.org/tracker/leaderboard

FIRE UP YOUR FEET! CALIFORNIA

PROMOTIONAL RESOURCES TRACK ACTIVITY AWARDS PROCESS ABOUT NEWS FUNDRAISING CONTACT US

LOG OUT DASHBOARD

SCROLL DOWN

ADD GROUPS

CREATE ROUTINES

LOG ACTIVITY

LEADERBOARD

DASHBOARD

ACTIVITY TRACKER Edit your profile and view logged activity

LEADERBOARD

These standings reflect the most recent tracked activity for schools that are eligible for final Challenge awards.

Please keep in mind that additional activity may still be tracked until the close of the Challenge and these standings do not indicate final winners, nor do they reflect eligibility for all award categories. A listing of final winners will be posted in each region's News section at the conclusion of each challenge.

** Schools with fewer than 100 students are not eligible for final Challenge awards and are not included in the Leaderboard. Small schools are eligible for other award categories; please see your region's award page for award details and criteria.*

The leaderboard goes live during the first week of each Challenge period and can be viewed until the end of each Challenge. If you do not see the leaderboard it means the Challenge has not yet begun in your region.

11:42 AM 9/14/2016

FIRE
UP
YOUR
FEET!

Dashboard

My Activity | Fire Up Your Feet

ca.fireupyourfeet.org/user/activity


FIRE UP YOUR FEET! CALIFORNIA


PROMOTIONAL RESOURCES TRACK ACTIVITY AWARDS PROCESS ABOUT NEWS FUNDRAISING CONTACT US LOG OUT DASHBOARD


ADD GROUPS
CREATE ROUTINES
LOG ACTIVITY
LEADERBOARD
YOUR DASHBOARD


MY PROFILE

MY ACTIVITY

 **2** SCHOOLS

 **20** MILES

 **20** MINUTES

 **50** PARTICIPANTS

Windows Taskbar: Ask me anything, 11:55 AM 9/14/2016

Free resources!

Tap into our expertise with free Safe Routes to School resources, including:

- [Walking School Bus Toolkit](#)
- [Safe Routes in small, rural communities](#)

Amplify efforts to increase health/wellness at your school with resources such as:

- [Fun Run Planning check list](#)
- [Safe Bicycling Tips \(great for Bike to School Day!\)](#)

Keep up the great work!

active kids learn better



physical activity at school is a win-win for students and teachers

GRADES:



STANDARDIZED TEST SCORES:

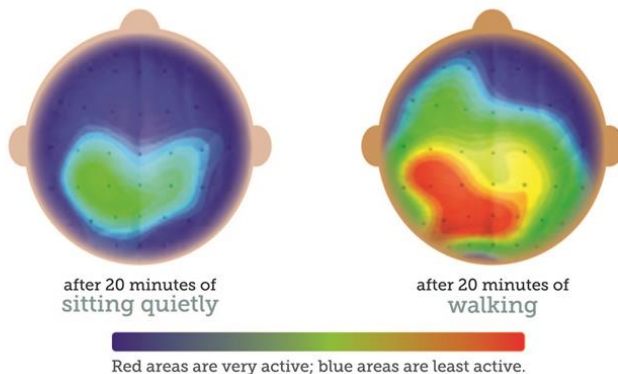


JUST ONE PHYSICALLY ACTIVE LESSON CREATES:



physically active kids have more active brains

BRAIN SCANS OF STUDENTS TAKING A TEST:



MORE RESULTS:

after 20 minutes of physical activity:
students tested better in reading, spelling & math and were more likely to read above their grade level

after being in a physically active afterschool program for 9 months:
memory tasks improved 16%

SOURCES: Donnelly J.E. and Lambourne K. (2011). Classroom-based physical activity, cognition, and academic achievement. *Prev Med.* 52(Suppl 1):S36-S42. Hillman C.H. et al. (2009). The effect of acute treadmill walking on cognitive control and academic achievement in preadolescent children. *Neuroscience*, 159(3):1044-1054. Kamijo K. et al. (2011). The effects of an afterschool physical activity program on working memory in preadolescent children. *Dev Sci.* 14(5):1046-1058. Kibbe D.L. et al. (2011). Ten years of TAKE 10!: integrating physical activity with academic concepts in elementary school classrooms. *Prev Med.* 52(Suppl 1):S43-S50. Nelson M.C. and Gordon-Larson P. (2006). Physical activity and sedentary behavior patterns are associated with selected adolescent health risk behaviors. *Pediatrics*, 117(4): 1281-1290.

Learn more about why active kids learn better and how schools can help at activelivingresearch.org/activeeducationbrief.



- Healthier, more active way to fundraise
- No start-up fee or selection process
- Your group keeps 75% of online funds raised



RAISE MORE. MOVE MORE.



This promotion does not constitute or imply endorsement by the Federal Government of any product or service of PHA.



- Fundraising benefits your program and 25% of funds support a number of national physical activity efforts—it's a Win-Win!
- No additional charges
- Discounts to help funds go even farther



RAISE MORE. MOVE MORE.



This promotion does not constitute or imply endorsement by the Federal Government of any product or service of PHA.

Easy as 1-2-3!

- 1. Create an Active Schools Fundraising team.**
- 2. Organize an active fundraiser.**
- 3. Raise funds using Active Schools Fundraising.**



www.activeschoolsfundraising.org

Helping Active Kids Do Better

www.activeschoolsfundraising.org



HOW IT WORKS

TIPS TO SUCCEED

PARTNERS

SIGN UP



Welcome to Active Schools Fundraising

Fwd: Welcome to Active Schools Fundraising! - julief@saferoutespartnership.org - Safe Routes to School National Partnership Mail - Google Chrome

<https://mail.google.com/mail/?ui=2&view=btop&ver=1uh9qwr1dq0gu&search=inbox&th=152f19827371237c&cvid=1>



Fwd: Welcome to Active Schools Fundraising! Inbox x



• **Julie Frank** <julief@saferoutespartnership.org>

to • me

3:37 PM (0 minutes ago) ☆



Hello,

Welcome to Active Schools Fundraising!

Your account has been set up on our fundraising platform.

[Click here to sign in](#) under the Returning Participants section.

Please enter your username and temporary password (below) and take the steps below to finish setting up your fundraising page.

Username: JulieFrank

Temporary Password: XXXXXXX

Once you have signed in you will be on your personal start page and fundraising hub:

- Here you can edit your PERSONAL message for your family or add photos.
- As the team captain, you will want to edit your TEAM PAGE and with a message about what your group is fundraising for, include school photos and details about your walk-a-thon or event, and more. Go to the TEAM on the left sidebar and scroll down to make team page edits.
- RECRUIT TEAM MEMBERS next by sending emails and promoting the event at your school.

Want some more ideas? [See the Playbook for details.](#)

And most importantly, have fun!

Active Schools Fundraising

info@activeschoolsfundraising.org



Search the web and Windows





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.

Healthy Fundraising Playbook

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



Active & Healthy Fundraising Ideas

Tips to Succeed

- Fruit & Veggie Olympics
- Bike Rodeo/Family Road Ride Event
- Beach Bonanza
- St. Patty Day Scavenger Hunt
- Sprinkler Run/Foam Run
- Parade in the Park/Playground
- Aerobic Bowling Night
 - SPARK
- Straddleball Spectacular
 - SPARK
- Family Fitness Night
 - Skillastics
- Jump the Circuit
 - CATCH
- Bean Bag Bucket Brigade
 - CATCH

Other Prizes

Raise at least \$100 using Active Schools Fundraising for a chance to win 100 water bottles donated by Specialized.



**Raise at least \$250 using
Active Schools Fundraising**

**For a chance to win a Skillastics
game (up to \$299.95 value)**



**For a chance to win a Dero Bike
Bike Rack (\$467 value)**



DERO
A **PLAYCORE** Company



**Raise at least \$500 using
Active Schools Fundraising**

**For a chance to win \$250 in Safe
Routes to School reflective
product from I'm Safe**

**For a chance to win 15 Cycliq
Fly6 bike cameras (\$2,535
value)!**



CYCLIQ

Sponsoring Partners

CYCLIQ



DERO
x PLAYCORE Compete



FLAGHOUSE
CATCH
COORDINATED APPROACH TO CHILD HEALTH




Peaceful
Playgrounds



stAnd2learn
TAKING A STAND FOR LEARNING AND WELL BEING

Timeline

- 
- Sign up and create an Active Schools Fundraising team **by May 1st**
 - Raise \$ by **May 31st**
 - Drawing for prizes **June 1st**
 - Funds will be mailed out by **June 9th**
 - Take advantage of partner discounts!



Q & A



Contact Us

Julie Frank

julief@saferoutespartnership.org

858-715-1388

Julie McDonald and Hannah Williams

info@fireupyourfeet.org

503-234-2225



Thank you!