

Fundraise the Active & Healthy Way



www.activeschoolsfundraising.org



GoToWebinar Viewer

Webinar Housekeeping

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

Dial: +1 (3 [redacted])
Access Code: [redacted]
Audio PIN: [redacted]

CITRIX

File View Help

Audio

☐ Telephone
☒ Mic & Speakers [Settings](#)

MUTED 0000000000

Questions

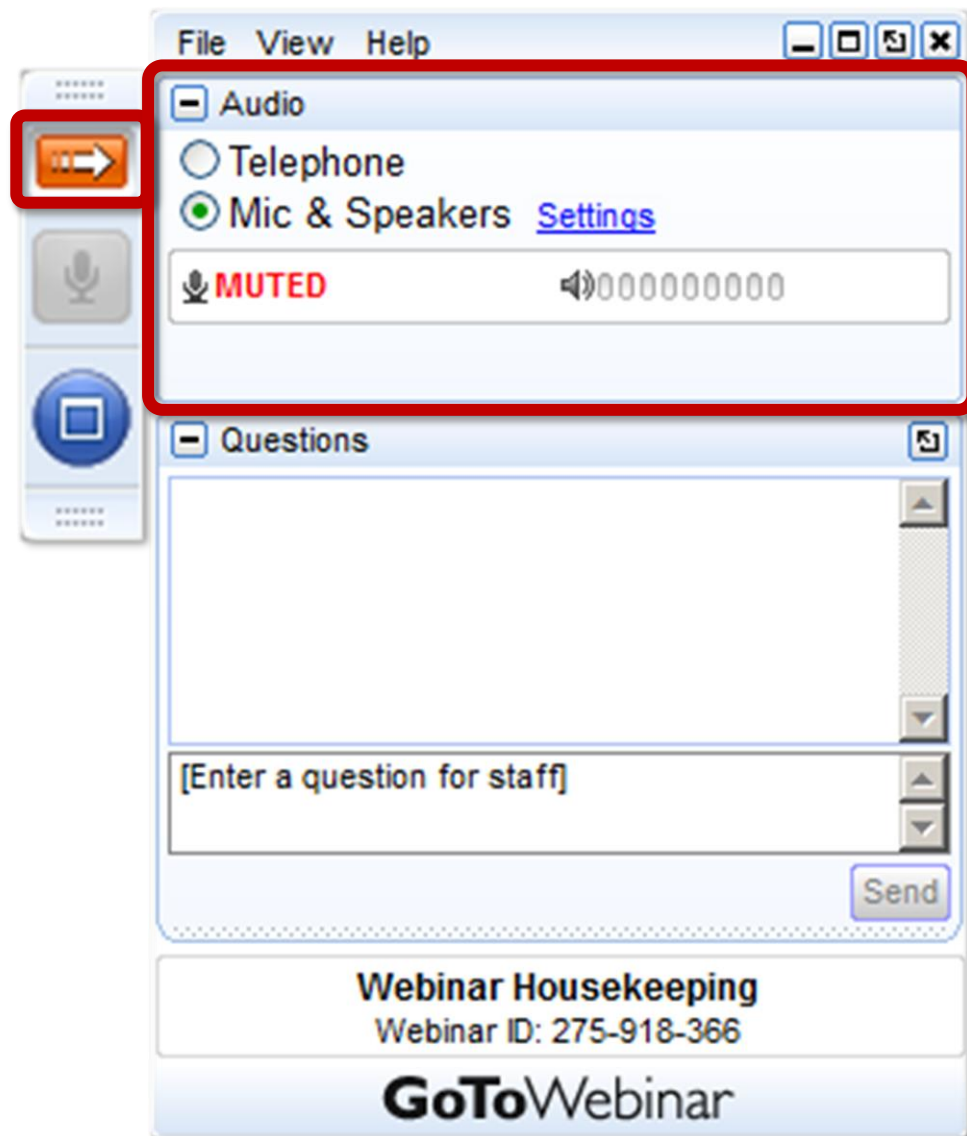
[Enter a question for staff]

[Send](#)

Webinar Housekeeping
Webinar ID: 275-918-366

GoToWebinar

AUDIO CONTROLS



AUDIO

Open or hide your control panel

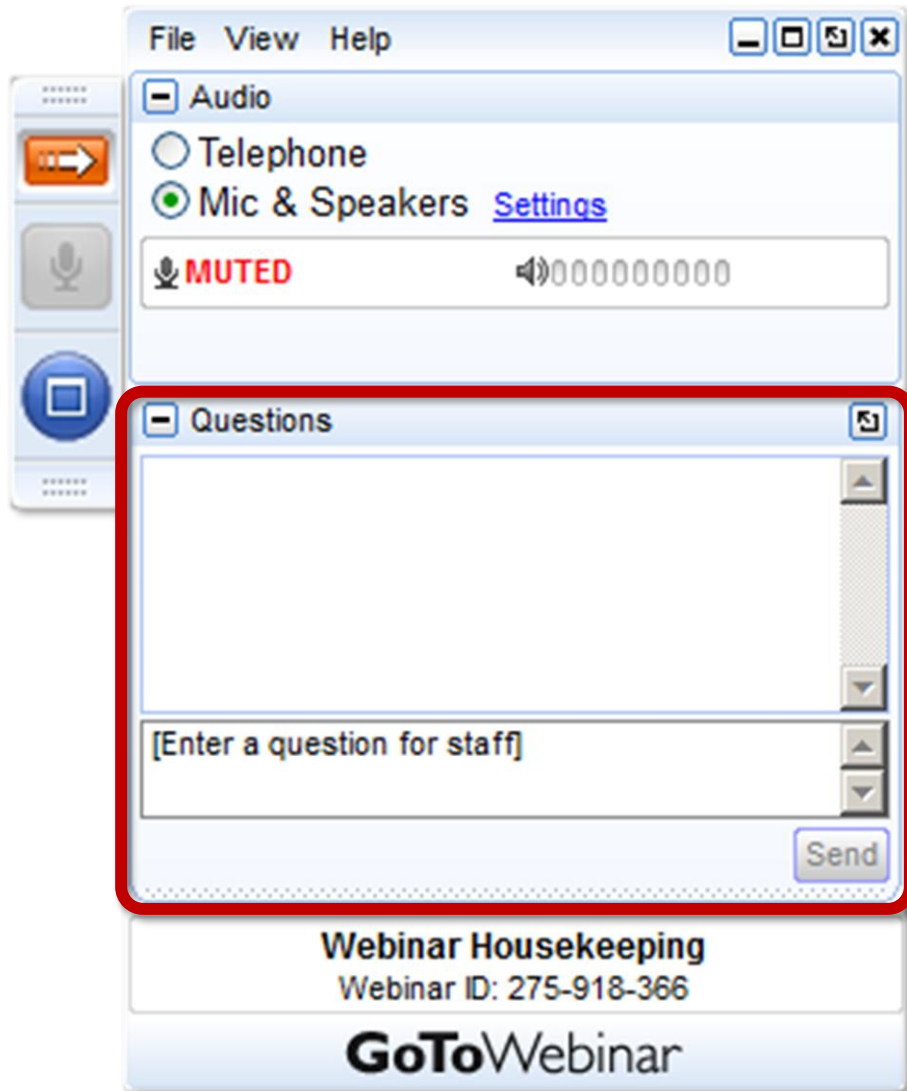
Join audio:

Choose “Telephone” and dial-in using numbers on screen

OR

Choose “Mic & Speakers” to use your computer’s sound

HAVE A QUESTION?



QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel

Today's Speakers



Wendy Gordon
President
Child Safety Solutions, Inc./I'm Safe



Julie Frank
Senior Manager of Development
Safe Routes to School National Partnership



OBJECTIVES

Attendees will learn:

- How to create an Active Schools Fundraising team
- How to add online fundraising to your existing walk-a-thon or fun run
- How to kick start a new healthy fundraiser—active & healthy fundraising ideas
- About I'm Safe
- How to win prizes



This webinar is for you!

Easy as 1-2-3!

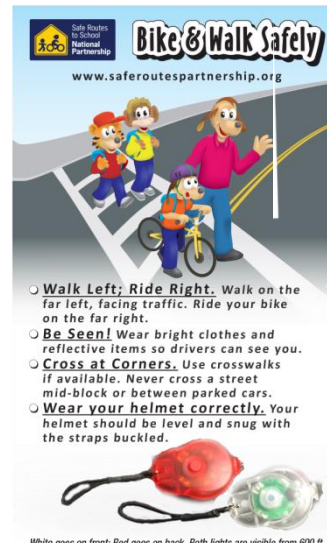
1. Create an Active Schools Fundraising team.

2. Raise at least \$500.

Complete these 2 steps and...



Chance to win \$250 in Safe Routes to School reflective product from I'm Safe!





The mission of the National Partnership is to advance safe walking and bicycling to and from schools, to improve the health and well-being of kids of all races, income levels, and abilities, and to foster the creation of healthy communities for everyone.



The infographic shows a yellow stick figure on the left and a yellow house on the right, connected by a dashed line labeled "1 mile". Below this, a green bar represents the distance. The text "1 mile of walking each way = 2/3 of the daily recommended 60 minutes of physical activity" is displayed in green and blue.

Kids who walk or bike to school are more likely to get the daily **60 minutes of physical activity** they need.



saferoutespartnership.org #10YearsofSRTS



- 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.



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

- Fruit & Veggie Olympics
- Fun Run/Walk-A-Thon/Bike-A-Thon
- Beach Bonanza
- St. Patty Day Scavenger Hunt
- Sprinkler Run/Foam Run
- Family Fitness Night/Spring Fling Fitness



What can I'm Safe do for you?





www.imsafe.com

Sponsoring Partner



- Who is I'm Safe?
- How can we help you fundraise?
- What can you win?



www.imsafe.com

Sponsoring Partner



Who is I'm Safe?

- We've been serving children, schools and families for 20 years.
- I'm Safe products are research-based and tested by customers.
- You can make our products your own.
- We stand behind our products. We're not happy until you are.





Some of our customers . . .

- New York City Department of Education
- Boston Public Schools
- Prince William County Schools
- California Department of Public Health
- Texas Department of Public Safety
- Florida Department of Health
- Northside Independent School District
- Thompson School District
- City of Monterey

I'M SAFE!

www.imsafe.com

Make it your own



I'M SAFE!

www.imsafe.com



CAUTION



Walking School Bus





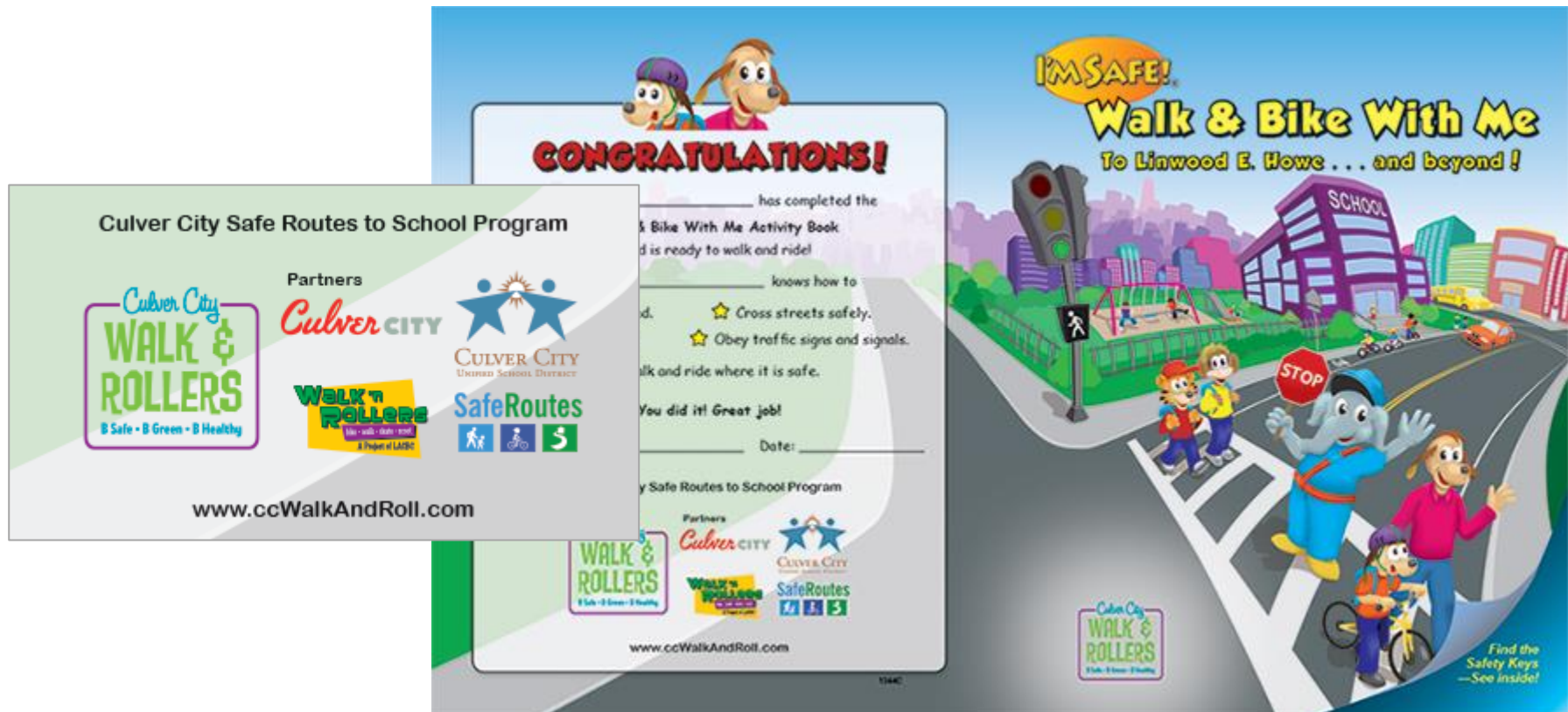
www.imsafe.com

Sponsoring Partner



How can we help you fundraise?

- Recruit and recognize sponsors.





www.imsafe.com

Sponsoring Partner



How can we help you fundraise?

- Event Support





www.imsafe.com

Sponsoring Partner



What can you win?

- Banners Displays
- Activity Books
- Reflective Items
- Pledge Cards
- Posters
- Award Certificates
- Tattoos, Stickers
- Zipper Pulls
- And more!



I'M SAFE!

www.imsafe.com

Sponsoring Partner



Coupon Code
SRTS20

Minimum Order
\$250



More Savings

- **20% off** all print including activity & coloring books, award certificates, banner displays, bookmarks, brochures, pledge cards, bingo games, DVDs/CDs, paint sheets, parent tip sheets, posters, screen cleaners, stickers, storybooks, tattoos, teaching kits, teacher's guides, teaching cards and window clings.
- **10% off** all reflective items and promotional products.



To request a Catalog or More Information

Wendy W. Gordon


wendy@imsafe.com

1-877-669-7233, x202

www.imsafe.com



Timeline

- 
- A background image of five children running happily on a green lawn. The children are of diverse backgrounds and are wearing casual clothing. The image is slightly faded to allow the text to be read clearly.
- Create Active Schools Fundraising team **by May 1st**
 - Raise at least \$500 by **May 31st**
 - Drawing for I'm Safe reflective product **June 1st**
 - Funds will be mailed out by **June 9th**
 - Take advantage of I'm Safe discount!

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



Q & A



Contact Us

Julie Frank

julief@saferoutespartnership.org

858-715-1388

Wendy Gordon

wendy@imsafe.com

877-669-7233 ext. 202



Thank you & enjoy fundraising!