

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

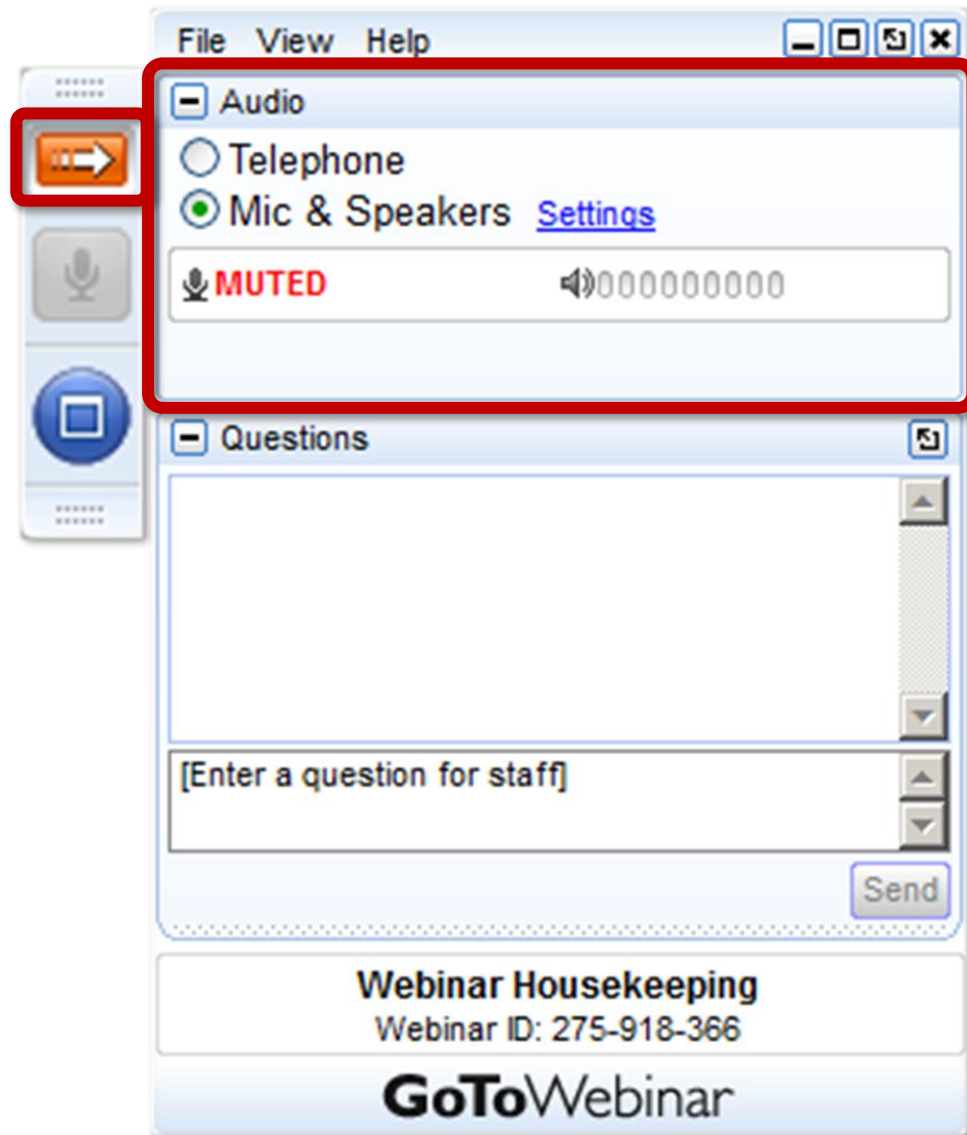
[Enter a question for staff]

[Send](#)

Webinar Housekeeping
Webinar ID: 275-918-366

GoToWebinar

AUDIO CONTROLS



AUDIO

Open or hide your control panel

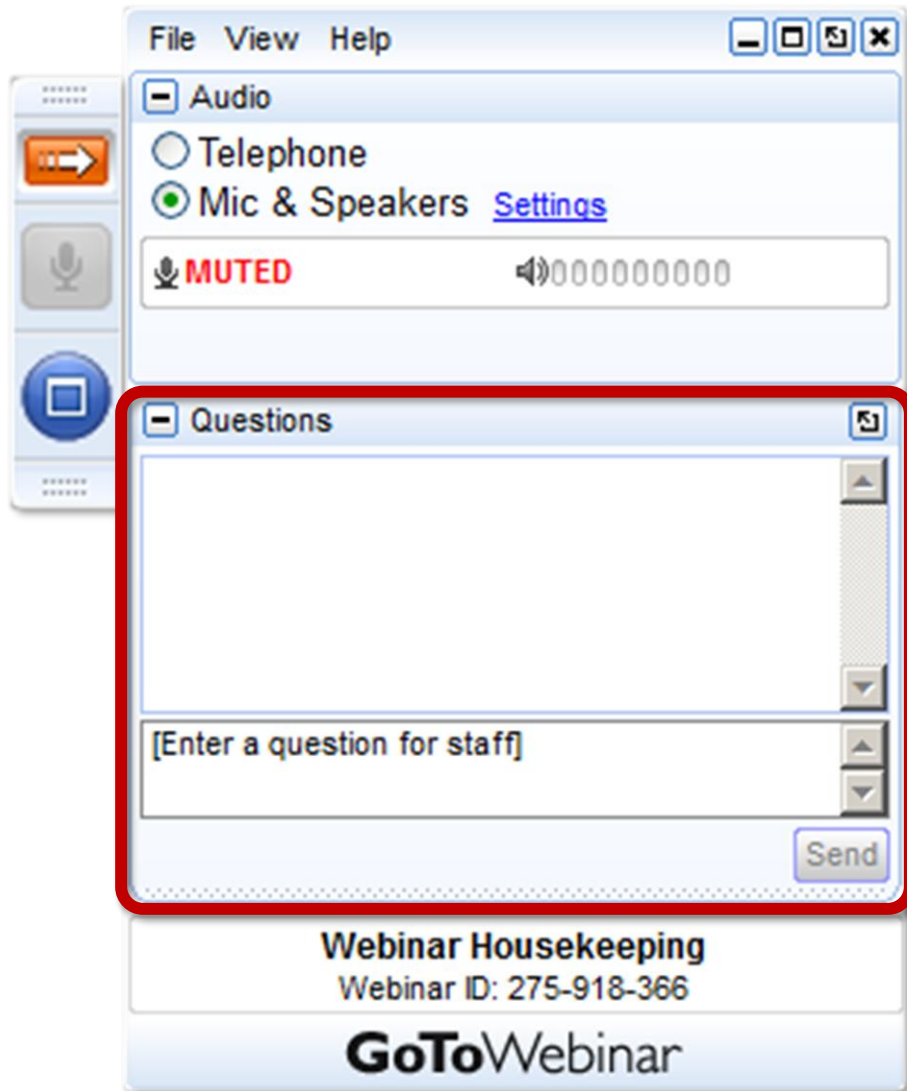
Join audio:

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



Camille Gartner
Owner
Confident Kids, LLC/ mybackpacktags®



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 mybackpacktags[®]
- How to win prizes



This webinar is for you!

Easy as 1-2-3!

- 
- The background of the slide is a photograph of two young girls hanging from a metal monkey bar on a playground. The girl on the left is a white child with blonde hair, wearing a white shirt and plaid pants. The girl on the right is a Black child with dark hair in pigtails, wearing a bright blue long-sleeved shirt and dark pants. Both are smiling. The background is slightly blurred, showing green foliage.
- 1. Create an Active Schools Fundraising team.**
 - 2. Raise funds to purchase tags for your whole school.**
 - 3. Purchase tags from mybackpacktags® for your whole school.**

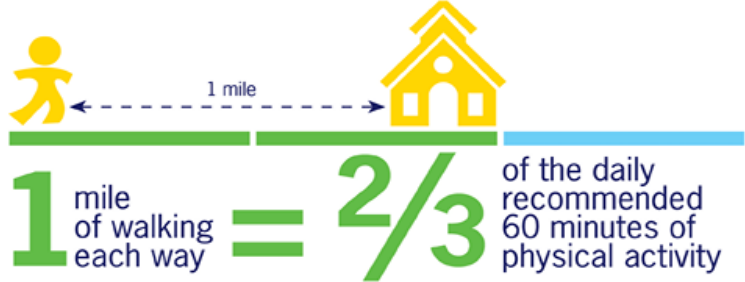
Complete all 3 steps and...

Receive a **FREE Bike tag for every Walk tag purchased* for your whole school!**





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.



- 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.](#)

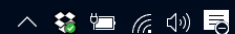
And most importantly, have fun!

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

Safe & Easy dismissal. Every child. Every day.

mybackpacktags®



show me where to go

by

CONFIDENT KIDS



Managing dismissal

is often:



***confusing, time-consuming,
distracting, and a safety-risk!***

mybackpacktags.com

The solution:

A **tag**, attached to a child's **backpack**, shows everyone **where** a child should go!



mybackpacktags.com

Encourage *walking* and *biking* to school
by offering a better way to manage dismissal!



mybackpacktags.com

What does is cost?

Create a custom set of 6 or more items.

Sample set shown. **care** and **activity** tags also available.



School Pricing

$\$1./\text{item} \times 6 \text{ items} = \$6./\text{student}$

$300 \text{ students} \times \$6. = \$1,800.$

+ shipping/handling + \$ 144.

Total Cost = \$1,944.

ASF Pricing

$\$.60/\text{item} \times 6 \text{ items} = \$3.^{60}/\text{student}$

$300 \text{ students} \times \$3.^{60} = \$1,080.$

+ shipping/handling + \$ 144.

- FREE bike tag - \$ 180.

Total Cost = \$1,044.

*Order 6 or more items in any combination. Must include a walk and bike tag.
Must purchase tag sets for entire school, or multiple grade levels.*

For a custom quote: email camille@mybptags.com

mybackpacktags[®]



show me where to go

by

CONFIDENT KIDS



**READY
SAFE
GO!**

mybackpacktags.com

**Safe & Easy dismissal.
Every child. Every day.**





Active & Healthy Fundraising Ideas

- Fruit & Veggie Olympics
- Walk-a-Thon/Bike-a-Thon
- St. Patty Scavenger Hunt
- Spring Fling Fitness Fun
- Walk/Bike Parade
- Flying Disc Golf

Timeline

- Sign up **NOW**: activeschoolsfundraising.org & contact mybackpacktags® for a quote
- Create Active Schools Fundraising team **by May 1st**
- Raise \$ by **May 31st**
- Funds will be mailed out by **June 12th**
- Email the phrase “We are Active for mybackpacktags” to camille@mybptags.com & purchase by **Aug 1st**.
- Receive FREE tags with order by **end of Aug.**

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



**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

Camille Gartner

camille@mybptags.com

513-460-2733



Thank you & enjoy fundraising!