



Turn Fitness Awards into Reality

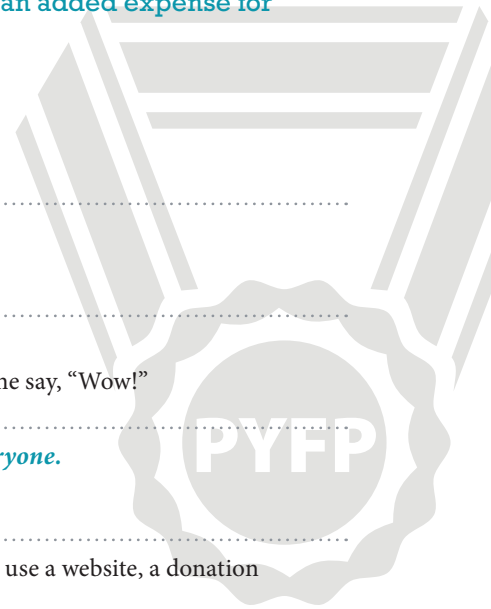
Here are some tips and resources to help you secure the financial support needed to ensure that your students receive the recognition they deserve.



One of the biggest hurdles educators face when seeking student recognition is funding. Even though recognition can serve as a valuable tool for motivating and rewarding students, it's sometimes hard to justify to others an added expense for such items. That's where we can help!

Getting Started.

1. **Make a list of your needs.**
Be specific. Be realistic. What's your goal?
2. **Back it up with facts, figures, and research if possible.**
Share information about your program that will make everyone say, "Wow!"
3. **Communicate what you need, and why, with anyone and everyone.**
Start with your principal and then work your way to parents.
4. **Get organized.** Select a way to obtain funding. Are you going to use a website, a donation request letter, or any of the ways listed under Fundraising 101?
5. **Keep everyone up to date.** Make sure all donors are well-informed on your progress. You never know when they may be willing to give a little more.
6. **Celebrate your achievement.** When you reach your goal, have a celebration party or event to share the good news and show people what you can provide.



“Healthy students are better on all levels of academic achievement: academic performance, education behavior, and cognitive skills and attitudes.”

United States Centers for Disease Control and Prevention
Health and Academic Achievement, 2014





Get the Word Out!

One of the most important things that you can do is to let your school community know why you want to raise funds. You can communicate with students, parents, faculty and staff, and your community in lots of ways. Think about how your school communicates with these groups, and use those different communication outlets to your advantage.

Develop some standard language that can be used for any of these formats to support your efforts.

Here are some examples of language that can be used when communicating with your school community in newsletters or social media.

- We're raising the bar for students. Ask how you can help support our PE program.
- Support physical activity! Help us recognize students for reaching their fitness goals.
- Our students are taking part in the Presidential Youth Fitness Program. We need your help providing awards.

Catchphrases can be simple and effective as well: "Healthy kids learn better," "Show our students you support their efforts," or "Active kids do better in school."

"Investing in the health of students contributes to healthy communities in the future."

United States Centers for Disease Control and Prevention
Health and Academic Achievement, 2014



Charity Fundraising Websites

One of the most popular ways to raise funds for any charity is to set up an online fundraiser. Many websites make it easy to set up an account and watch it grow. These sites provide sample tools to help get the word out to your school community.

Keep in mind—some sites may charge a fee for setting up your page or require you to pay a percentage of the funds you raise. Others may ask donors to support the site by making a donation to the site itself, in addition to contributing to your page. Whatever your preference, just make sure to read the details and do your homework. Some popular fundraising sites include:

[CrowdRise.com](#) • [GoFundMe.com](#)
[Causes.com](#) • [YouCaring.com](#)
[Fundly.com](#) • [GiveForward.com](#)
[DonorsChoose.org*](#)



The President's Challenge does not endorse or support any single fundraising site over another. We recommend that educators explore the options and choose which site best meets the needs of the school.

*DonorsChoose.org is a fundraising site designed specifically for teachers.



Fundraising 101 for Awards

You might think raising funds for recognition items is an impossible task, but there are a lot of great resources at your disposal. Let your school community work for you too. Here are some ways you can reach out for support.

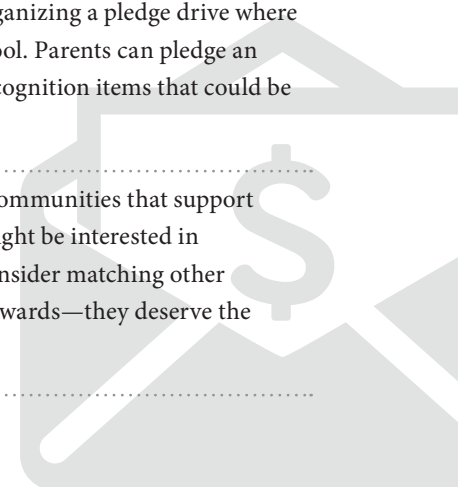
Talk to your PTO/PTA. Almost every school has one, and they are looking for ways to support the school. It doesn't hurt to ask.

Apply for grants. In addition to the Presidential Youth Fitness Program (PYFP) Funding Opportunity, there are grants available to support acquisition of most or all of the PYFP resources. Use the Internet to find grant sources. Many sites, such as SPARK (sparkpe.org), have a grant database. Your own school district or local community may have foundations that will support your efforts.

Host a special event. Nothing gets people more excited than a little challenge! Try organizing a family fitness night at the school, with a fun obstacle course or other games for all ages. Donations, pledges, or ticket sales could be accepted to participate in the activities. Healthy snacks and food can be donated and sold. Ask a local business to make in-kind donations.

Organize a pledge drive. Parents love it when their kids are active. Try organizing a pledge drive where students can walk or run before school, at lunch or recess, and after school. Parents can pledge an amount per lap or by distance (per mile, for instance). [Contact us](#) for recognition items that could be used for this purpose.

Reach out to parents in the community. Employers want to support the communities that support them. You may have parents who own a business or work for one that might be interested in sponsoring awards. All support can make a difference; parents might consider matching other contributions. Don't forget to give them the opportunity to present the awards—they deserve the opportunity to be recognized for their generosity.



How Can We Help?

We want you to be successful. Please contact us if you have questions or need more information on how to get started on your campaign.

Visit us online at presidentschallenge.org, or call 1-800-258-8146.



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