

Fire Up Your Feet Communications Kit for Partners

A toolkit to help partners promote the Fire Up Your Feet Spring Activity Challenge

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I. Regions and Dates

The Fire Up Your Feet Fall 2016 and Spring 2017 Activity Challenges will take place during these time periods.

Region	Fall 2016 Challenge	Spring 2017 Challenge
California	October 1-31	April 15-May 15
Colorado	October 1-31	April 15-May 15
Hawaii	October 1-31	April 15-May 15
Metro Atlanta	October 1-31	April 15-May 15
Michigan	October 1-31	TBD
Nevada	October 1-31	TBD
Oregon	October 1-31	May 1-31
SW Washington	October 1-31	May 1-31
Maryland	October 1-31	May 1-31
Virginia	October 1-31	May 1-31
Washington, DC	October 1-31	May 1-31

II. Fall Communications At A Glance: What You Can Do

August	<ul style="list-style-type: none"> • Share our emails with school networks • Distribute Challenge kickoff announcement • Include information about Fire Up Your Feet in newsletters and with KP staff (sample blurbs provided below) • Download and print flyers or distribute them electronically • Share our social media posts (samples provided below)
September	<ul style="list-style-type: none"> • Continue to share messages in our weekly emails and social media • Link to blog posts on the Fire Up Your Feet website • Social media
October	<ul style="list-style-type: none"> • October 5 is Walk to School Day! • Share our weekly emails • Link to blog posts and success stories • Social media
November	<ul style="list-style-type: none"> • Announce winners (announced through participant emails) • Toolkit for award announcements will be provided to partners • Continue to develop success stories for media pitches and promotions • Conduct post-Challenge survey

Other Ideas for Promoting Fire Up Your Feet

Here are just a few of the ways our partners have promoted the program. If you need a custom flyer or promotional piece for an event or target audience, don't hesitate to ask FUYF staff. We are happy to help!

- Print postcards or flyers to distribute at local events, conventions, and conferences
- Ask about putting flyers in local medical offices
- Encourage coworkers with school-age kids to sign up
- Make sure there is information about Fire Up Your Feet in employee wellness programs

III. Email Calendar

Fire Up Your Feet will email participants according to the schedule below. You can receive emails by registering on fireupyourfeet.org or requesting to be added to the list. You will only receive emails for the region that your account is associated with.

Date	Channel	Topic
Aug 10	Prospect/Retention #1	(all awards & save the date info) + New FUYF Fall Activity Challenge Sponsoring Partner Awards—list and provide links to partner websites (P4B, MK, Dero, mbpt, cycliq, PP, I'm Safe)
Aug 23	Pre-Encouragement #2	Active Schools Fundraising is a great free fundraising resource for healthy schools. Include fall ASF promotions & webinars + link to ASF Partner Page. Also include information/resources for FUYF.
Sep 6	Pre-Encouragement #3	Introducing the new and improved tracker! Easier and faster than ever to log your activity with two clicks. Highlight 3 partner awards (Marathon Kids, Dero, mybackpacktags) and link to partner page
Sep 6	Email to non-funded signups	Active Schools Fundraising promotion and link to webinars and partner page
Sep 20	Pre-Encouragement #4	Ready to celebrate the 20 th anniversary of Walk to School Day? Here are tips for planning and event and tracking your activity for Fire Up Your Feet. Highlight 4 partner awards (Peopleforbikes, Cycliq, Peaceful Playgrounds, I'm Safe) and link to partner page
Oct 1	Encouragement #1	And we're off!
Oct 4	Encouragement #2	Walk to School Day
Oct 11	Encouragement #3	Promote partner awards and link to partner page
Oct 18	Encouragement #4	Remind schools about partner awards
Oct 25	Encouragement #5	You're near the finish line! Remind schools about partner awards
Oct 31	Encouragement #6	Congratulations! Stay tuned for the winners
Nov 3	Post-Challenge #1	Thanks and when to expect winner announcements; link to survey
Nov 10	Post-Challenge #2	Awards announcement and survey reminder Include sponsoring partner award logos and name of school Include a plug for Active Schools Fundraising
Nov 23	Post-Challenge #3	Success story and final survey reminder

IV. Sample Newsletter Blurbs

Use these blurbs as-is or edit to fit your audience.

Fire Up Your Feet Rewards Active Families and Schools

Schools across the nation are increasing physical activity and improving health and wellness with the Safe Routes to School National Partnership's [Fire Up Your Feet](#) program. [Fire Up Your Feet](#) is an encouragement program created by the National Partnership to promote active living and healthy lifestyles for K-8 students, families, and school staff. The goal is to inspire kids, parents, teachers, and the community to incorporate physical activity into their current everyday routine. Fire Up Your Feet provides \$95,000 in cash awards during its Fall and Spring Activity Challenges to increase physical activity before, during and after school. Schools can earn cash awards for tracking any and all types of physical activity, any time of day, and participation is free!

We encourage walking and bicycling to school when safe and accessible, and are working to make sure that all kids can safely walk and bike to school in communities across the nation. In communities where walking and biking to school may not be an option, Fire Up Your Feet provides an opportunity for students to participate in a physical Activity Challenge by tracking PE, recess, classroom stretch breaks, dances, school walks, anything active!

Parents, guardians and school staff can sign up for the free program at fireupyourfeet.org. Then, during the activity challenge, participants log their physical activity using the new improved easy online activity tracker. Awards are based on the percentage of participation at your school, so the more people who sign up and track, the better your chance of winning awards!

Walk to School Day Award: Is your school participating in Walk to School Day? Track your school's participation on October 5th for a chance to win! Schools tracking walking activity on WTSD for 20 or more students will be entered into a drawing for this award. All entries must be submitted by Sunday, October 9th.

New Awards to Support Walking , Biking, and Physical Activity With Fire Up Your Feet!

This fall, [Fire Up Your Feet](#) is offering even more awards to schools participating in the Fire Up Your Feet Activity Challenge – including awards for walking, biking, and other types of physical activity! With multiple awards in several categories, your school has even more chances to win awards to support physical activity and wellness programs.

Visit fireupyourfeet.org to learn more about these Challenge Awards and more in California, Colorado, Hawaii, Maryland, Metro Atlanta, Oregon, Nevada, SW Washington, Virginia, and Washington DC.

V. Sample Social Media Posts

Win cash awards to support physical activity programs at your school with @FireUpYourFeet!
See how: <http://bit.ly/fuyf2016>

Active kids focus better in class and @FireUpYourFeet challenges schools to get moving!
#activekids <http://bit.ly/fuyf2016>

Kids should move at least 60 minutes a day! Get your school moving and win cash awards
<http://bit.ly/fuyf2016>

Need motivation to get yr school more active? How about cash prizes to support physical
activity programs <http://bit.ly/fuyf2016>

Walking, running, biking, swimming, dance, Zumba – any and all activity counts for the
@FireUpYourFeet challenge! <http://bit.ly/fuyf2016>

Did you know that the average person takes 2,000 steps to walk one mile? #activekids
<http://bit.ly/fuyf2016>

International Walk to School Day is Oct 5! Get active as you get to class. #biketoschoolday
<http://bit.ly/fuyf2016>

VI. Promotional Resources

The Fire Up Your Feet website has many promotional resources that anyone can download and share. They include flyers, toolkits for participants, videos, and Spanish resources.

- [Flyers and Posters](#)
- [Sample Letters, Announcements and Blurbs](#)
- [School Information Letter to Administration](#)
- [Volantes y Carteles](#)