

620 Century Ave SW #210  
Grand Rapids, MI 49503

[bit.ly/fitkids360](https://bit.ly/fitkids360)  
@fitkids360

# CHAMPION *TOOLKIT*



# INTRODUCTION

FitKids360 is a free healthy lifestyle program for children ages 5-16 and their families. During the past decade, we have transformed the lives of over 1,900 children and families, giving them the tools to develop healthier and more active lifestyles. We created a community of parents, educators, physicians, medical students, and non-profit partners committed to improving the nutritional, behavioral, and physical health of children in Kent County and around the Midwest.

Our mission is to combat childhood obesity by empowering families and children to take ownership of their health by providing hands-on training, community resources, and supportive relationships in a judgement-free space. Childhood obesity is an issue that concerns all of us. Today's kids grow up to be tomorrow's adults. FitKids360 is committed to building a healthier community for us all. Our programs are always free of charge to our families thanks to the support of individuals and community partners. As our work grows, we invite you to lend your support to help keep our programming free and accessible to all.

If you wish to get involved, we have many ways for you to do so! Keep reading this toolkit to learn how you can get involved as an individual and as a business.

## IN THIS TOOLKIT

- Introduction to Fitkids360 programming
- How to get involved / How to use this toolkit
- Fundraising
- Social Media resources





# **PROGRAMMING**

FitKids360 strives to offer our families a number of support activities to keep them motivated months and years after they first join us!



## **FITKIDS360 7-WEEK CLASS**

Our flagship program – this 2 hour, 7-week class, is designed to kick-start a family's wellness journey. These classes follow a standardized curriculum created and vetted by physicians, as well as experts in nutrition, exercise, and behavioral health. A typical night of class includes time for instruction, discussions, goal setting, and 30 minutes of exercise.

FitKids360 classes take place throughout the year at various sites such as schools, community centers, and virtually when necessary. They are taught by nutritionists, dieticians, social workers, and other experts. Each family works alongside 1-2 mentors to keep themselves accountable. Our mentors are either community members or medical students from the MSU College of Human Medicine.

Classes are offered in both English and Spanish.

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## **ON THE MOVE**

The goal of On the Move is to help families make physical activity a part of their daily lives and achieve a specific goal—finishing a 5K! For most, this is their first 5K race experience and for many, it is a life-changing experience that involves the entire family.

On the Move is a 10-week progressive program that incorporates walking, running, and various other cardio exercises such as Zumba, kickboxing, and relays to help families train for a 5K. Each week, as participants get stronger and can walk/run longer, the length of time that they are walking/running increases. By the end of the 10 weeks, families are ready to walk, run, or walk/run the 5K!

This year On the Move will take place at The Salvation Army Kroc Center and participants will be preparing to run the Latino Health 5K. Entry to the race for both families and mentors is covered by FitKids360.



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## **YOUTH MENTOR GARDEN**

The Youth Mentor Garden is a program for our older Fit Kids and their parents – the goal is to create a space where conversation and learning about mental health, the food system, and leadership/life skills can take place. Experts are brought in to teach lessons on CPR, breathing/anxiety management, and more. We partner with H.O.P.E. Gardens to teach families how to grow and harvest their own food.

The Youth Mentor Garden runs alongside On the Move in the summer and concludes in a harvest celebration in the fall. This year it will expand to include field trips to nature sites around Kent County.

# **HOW TO USE THIS TOOLKIT**

We invite you to support our program by donating, fundraising, becoming a mentor, and/or sharing about our program on social media.

To help you get started, we have included links to our donation page and mentor sign up form, pre-made social media posts and visuals, and talking points.

## **\*If you can donate**

Your donation will go straight to keeping our On the Move program accessible to all! Financially supporting our program is a great way to move our work forward. Head over to [bit.ly/donatefk360](https://bit.ly/donatefk360) or scan the qr code to donate! Once you've donated, make sure to share our story and donation page on your personal social media. You can do so from the donation page or by using the social media resources in this toolkit.

## **\*If you can volunteer**

Your time will be well spent helping families in our neighborhoods reach their wellness goals. We invite you to sign up to mentor for On the Move and give a family the gift of community. Head to over to [bit.ly/mentorfk360](https://bit.ly/mentorfk360) or scan the qr code to sign up! Once you've signed up, make sure to share our story and invite others to become a FitKids360 mentor.

## **\*If you can give us a shoutout**

You can use the resources in this toolkit to craft a post for Instagram, Facebook, and Twitter. By sharing our story and all the ways people can get involved you can help spread awareness about the issue of childhood obesity and the resources available to combat it in our community.

## **\*If you can do all three**

We encourage you to donate, mentor, and share! No donation is too small to make a difference. There are people in your social circle who can benefit from or would be interested in supporting FitKids360. There is nothing more rewarding than spending time improving our community!





# **FUNDRAISING**

For more information regarding fundraising as a business, corporate matching, and sponsorships, please contact our team at [fitkids360@healthnetwm.org](mailto:fitkids360@healthnetwm.org)

## **\*Create a fundraising page**

You are able to start your own fundraiser on behalf of FitKids360 using Givelively! Head over to our fundraising page ([bit.ly/donatefk360](https://bit.ly/donatefk360)) and click on 'I want to fundraise for this' then follow the following instructions:

You may also go directly to [bit.ly/fundraise4fk360](https://bit.ly/fundraise4fk360)

- You create (or log in to) your Give Lively account. Give Lively is the technology that powers this fundraising platform.
- You go through the steps to create your individual Peer-to-Peer Fundraising page. You can customize your page with your picture, a message to your network and more.
- You start fundraising! Once your page is ready, share it via email, text and social with your family, friends, colleagues and the world.

## **\*Point of sale**

If your business or organization has a storefront, we encourage you to do POS-based fundraising.

"Point-of-sale donations are a common form of fundraising you have likely seen at your local grocery store or restaurant chain. As you are finishing your transaction, you are asked if you would like to give to a nonprofit organization that the business has partnered with."

This strategy can look differently depending on your business model and may require the use of printed materials. Please contact our team for more information.



## PREVIEW OF VISUAL MATERIALS INCLUDED

Visit [bit.ly/resourcefk360](https://bit.ly/resourcefk360) to download!



# Help kids achieve their goals

FitKids360 is a healthy lifestyle program supporting families in Kent County. Contribute today and join [#TeamFitKids360](#). Scan the QR code to learn more about our program and how you can make a difference today!





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**One  
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Help us build a healthier  
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FitKids360 mentor today!](#)

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**HELP KIDS ACHIEVE  
THEIR GOALS!**

*let's build a healthier GR*

Help combat childhood obesity today!  
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# **CRAFT YOUR SOCIAL MEDIA POST**

## **#Hashtags**

- #TeamFitKids360
- #FK360
- #GRHealthy
- #MovewithusGR
- #ChampionOntheMove

## **#General**

- FitKids360 is a program helping families build better habits and creating an inclusive community based around nutrition, mental health, and active living! Interested in knowing more? Support #TeamFitKids360 and visit [bit.ly/fitkids360](https://bit.ly/fitkids360) today!
- Help our kids grow up healthy, happy, and supported! Go to [bit.ly/fitkids360](https://bit.ly/fitkids360) and learn how you can support #TeamFitKids360 this summer!
- Let's be #GRHealthy this summer and support FitKids360 in creating a healthier community. Visit [bit.ly/fitkids360](https://bit.ly/fitkids360) to get involved!

## **#Promote Donations**

- Where you live or how much you earn should not decide how healthy your kids will be. We all deserve the chance to develop healthy bodies and healthy minds. FitKids360 is making this happen right here in #GR -- visit [bit.ly/fitkids360](https://bit.ly/fitkids360) and donate today! #ChampionOntheMove and build a healthier community with us.
- Have you heard of FitKids360? This program is turning healthy and active living into fun for the whole family. A dollar to #TeamFitKids360 is a dollar against childhood obesity.
- Create the change you wish to see in your community. #TeamFitKids360 needs your help to create a healthier community. #ChampionOntheMove today by donating at [bit.ly/fitkids360](https://bit.ly/fitkids360)



# CRAFT YOUR SOCIAL MEDIA POST

## #Promote Mentorship

- We want you to run with us! FitKids360's mission to create a healthier community could use your enthusiasm and energy. Learn more and sign up to mentor one of our families today by visiting [bit.ly/fitkids360](http://bit.ly/fitkids360)
- #Ittakesavillage so #Bethenvillage and become a FitKids360 mentor this summer! Learn more about our summer programs and how you can make a difference in a kid's life today by visiting [bit.ly/fitkids360](http://bit.ly/fitkids360)

## #Use our links

- Landing page/linktree -- [bit.ly/fitkids360](http://bit.ly/fitkids360)
- Website -- [healthnetwm.org/fitkids360/](http://healthnetwm.org/fitkids360/)
- Donation page -- [bit.ly/donatefk360](http://bit.ly/donatefk360)
- Mentorship application -- [bit.ly/mentorfk360](http://bit.ly/mentorfk360)
- Youtube: [bit.ly/fk360yt](http://bit.ly/fk360yt)
- Instagram: [instagram.com/fitkids360/](http://instagram.com/fitkids360/)
- Facebook: [facebook.com/FitKids360](http://facebook.com/FitKids360)

*links to landing page*

