Create Fundraising Messages To Support Your School And HPE Program

STEP 1: Find your school’s personal WHY. This could be identifying what you will use funds for or what you want your students to learn from the program.

Example: “Our school would like to raise funds for a new rock climbing wall for P.E.”

STEP 2: Share information about health. moves. minds with parents.

• Determine your school’s celebratory event such as a family fun night.
• Spread the word and share your goals with the parents & community member.

Example: “Help us raise money for a rock climbing wall to improve our mental & physical health by joining us at our Family Fitness Night!”

Sample messaging from a family fitness night:

“Try out a Boomer Board or Ball Chair. Donations to health. moves. minds. helps us to get more resources like these.”

Amanda Amtmanis
Spencer Elementary School — Middleton, CT

Amanda raised over $800!

Sample messaging from a color run:

“As a fundraiser, we will be holding a COLOR RUN! Students will participate in a color run on May 10th on the school grounds. Please consider helping us raise money for our PE Department to purchase new equipment.”

Kirsten Guentzel
Sibley East Elementary School — Gaylord, MN

Kirsten raised over $4,000!
Create Fundraising Messages To Support Your Community

**STEP 1:** Identify how you will use funds within your school and identify a local charity your school would like to support.

Example: “We would like to raise money to purchase new baseball equipment for P.E. while also raising funds to support our local food shelter.”

**STEP 2:** Share information about health. moves. minds with parents.
- Determine your school’s celebratory event such as a Kindness Spirit Week.
- Spread the word and share your goals with the parents & community member.

Example: “Help us make an impact as we raise funds for our local food shelter and by participating in our Kindness Spirit Week!

Sample messaging from a fundraising page

“Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: Going to the Dogs - Odessa Police Department.”

**Kristi Bieri**  
Odessa Upper Elementary School — Odessa, MO

Kristi raised over $5,500!

Sample social media messaging for a school spirit week:

“It’s Serenity Week! Help our PE department and school raise funds for the National Alliance on Mental Illness.”

**Bill Casey**  
Neuqua Valley High School — Naperville, IL

Bill raised over $4,400!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Teacher/Admin Email

Starting on DATE X, NAME OF SCHOOL will be participating in a four-week educational fundraising program called health. moves. minds. This national program was developed by SHAPE America – Society of Health and Physical Educators.

Through lessons and activities taught primarily in health and PE class, students will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. I encourage you to check out our school’s fundraising page at URL and hope you’ll join our efforts!

School Newsletter/Save the Date (w/ digital banner)

In MONTH, our school will be kicking off the all-new health. moves. minds. program! We are so excited to introduce this national educational program from SHAPE America that will teach your student how to take care of their mind and body, while also developing important character traits such as kindness and empathy.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY.

Watch for details about our school fundraiser — we’ll be sending home more information in the coming weeks!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds." program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). Highlighted text would be personalized by each school.

Parent Email/Letter

Starting on DATE X, NAME OF SCHOOL will be participating in a four-week educational fundraising program called health. moves. minds." This national program was developed by SHAPE America – Society of Health and Physical Educators.

Through lessons and activities taught primarily in health and PE class, students will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. Go online to our school’s fundraising page at URL. From there, it’s easy to set up an individual fundraising page for your child so they can take part!

Communication Tips

Customize messages for your school and share your health & PE equipment goals with students and parents!

Fun engagement tip: Have your students vote on what they want the PE program to receive with the Gopher gift certificate.
Communication & Outreach Tools

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Friday Folders Reminders

We’re Getting Healthier With health. moves. minds.™!

NAME OF SCHOOL is proud to partner with SHAPE America to bring the national health. moves. minds. program to our school! During this four-week educational fundraising program, your children will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. Teaching students these real-life skills now will have a positive impact on their physical and mental health for years to come.

The program also gives us an opportunity to raise funds to create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically!

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. Go online to our school’s fundraising page at URL. From there, it’s easy to set up an individual fundraising page for your child so they can take part!

health. moves. minds.™ Has Begun!

The health. moves. minds. program is underway and we are raising money to create a more active and healthy school environment! Our students are learning real-life skills to help them stay physically and mentally strong — and are developing important character traits like kindness and empathy! If you haven’t already, please visit our school fundraising page at URL. From there, it’s easy to create an individual page for your child so they can participate in this fundraising effort!

health. moves. minds.™ Is Almost Over!

It’s not too late to contribute to our school’s efforts to create a more active and healthy school environment! We are so proud of our students for taking part in this program, which will have a positive impact on their physical and mental health for years to come! Please take a moment to make a donation at URL. Thank you for your support!
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information).

Highlighted text would be personalized by each school.

Thank You Email

Thank You for Participating in health. moves. minds.™

THANK YOU for helping to make our NAME OF FUNDRAISING EVENT a success!

This year, approximately ______ students at ___________________________School participated in the health. moves. minds.™ fundraiser. Together, we raised _____________! We will use $X of that amount to help create an active and healthy environment in our school.

[optional] And, because one of our school’s goals was also to “pay it forward,” we will be donating $X to NAME OF CHARITY, a local charity.

The remaining funds will be used to develop essential teacher resources and advocate for health and physical education at the state and national levels.

During the health. moves. minds.™ program, our students learned how to take care of their mind and body, while also developing important character traits such as kindness and empathy. These real-life skills will have a positive impact on their physical and mental health for years to come.

Thanks again for your support and generosity!

Sample Fundraising Email From Teachers/School

NAME OF SCHOOL is currently participating in an educational fundraising program called health. moves. minds.™ Students are learning how to take care of their mind and body, while also developing important character traits such as kindness and empathy.

As part of this program, we are raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially, and academically.

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to help create a more active and healthy school environment, which will ultimately help our students physically, emotionally, socially, and academically. Our school has also decided to “pay it forward” by sharing part of the money we raise with a local charity: NAME OF CHARITY. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.

As our fundraiser, NAME OF SCHOOL will be holding a NAME OF EVENT. Please visit our school’s fundraising page at URL and make a donation today to help our school and our charity partner. A portion of the proceeds will also be used to develop essential teacher resources — and advocate for health and physical education at the state and national levels.
Communication & Outreach Tools

The following can be used to explain the health. moves. minds.™ program to other teachers, administrators, parents, community, etc. This language can also be modified for the school’s team fundraising page and relevant fundraising emails (by adding fundraiser-specific information). 

Highlighted text would be personalized by each school.

Facebook
NAME OF SCHOOL is currently participating in an educational fundraising program called health. moves. minds.™ Students are learning how to take care of their mind and body, while also developing important character traits such as kindness and empathy. As part of this program, we are raising money to help create a more active and healthy environment in our school, which will benefit our students physically, emotionally, socially, and academically. Our school has pledged to make the world a kinder place — will you support our efforts? INSERT URL

[Option if school designates a local charity partner]
NAME OF SCHOOL is moving and grooving with health. moves. minds. and raising money to help create a more active and healthy environment in our school. We are also supporting our local charity: NAME OF CHARITY.

Twitter
NAME OF SCHOOL is raising money to create a healthier, more active school. Please donate to help our students be the best they can be! URL #healthmovesminds

NAME OF SCHOOL is raising money for programs and resources to improve our students’ physical and mental health. Please donate today! URL #healthmovesminds

Sample Fundraising Email From Parents/Students

My school is participating in a program called health. moves. minds.™ which is teaching us how to take care of our mind and body, while also learning to be kind to others.

As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. With this new equipment our goal is to (insert school goal).

[Alternate paragraph if school has chosen to designate a local charity partner]

As part of this program, we are raising money to purchase (insert school’s desired PE equipment) to make our school more active and healthy. We are also going to share part of the money we raise with a local charity: NAME OF CHARITY.

As our fundraiser, we are holding a NAME OF EVENT. Will you please help me raise money by visiting my fundraising page at URL? Thank you so much!