



SCHMIDT FAMILY FOUNDATION

SCHOOL CHALLENGE



WIN UP TO \$750

CREATE YOUR SCHOOL CHALLENGE TEAM!

Start off the school year together with your families - having fun, encouraging wellness and helping your school to **win up to \$750** in the School Challenge based on participation in several events of the Community First Fox Cities Marathon presented by Miron Construction.

THREE EASY STEPS TO START

STEP 1

REGISTER YOUR SCHOOL & CAPTAIN

Start by identifying your school's Captain who will help spread the word with your families. Then register your school and captain at foxcitiesmarathon.org > **Get Involved** > **School Challenge**.

STEP 2

INVITE FAMILIES & STAFF TO JOIN YOUR TEAM

Your team members can participate in the Guardian Kids Fun Run or Huggies Diaper Dash & Toddler Trot or run or walk in the Ascension 5K Run/Walk. Joining the team is as easy as selecting your school when they register! We've included a flyer you can share with them - easy!

STEP 3

CELEBRATE!

Race weekend is time to celebrate! Gather at the Start Line, cheer on your teammates and celebrate your school spirit!



BENEFITS FOR YOUR SCHOOL & TEAM!

Use the School Challenge to celebrate and strengthen your school's culture as you begin the school year! Create a connected school environment around a healthy activity, with the added benefit of the opportunity to win cash for your school!

The U.S. Venture School Challenge:

- Connects your families to a common cause.
- Encourages participation in healthy activities.

PRIZES & BRAGGING RIGHTS:

The top schools will be determined by the highest percentage of student participation. The top three schools in each division below receive a commemorative plaque and cash prizes of \$750, \$500 or \$250.

We will also celebrate your success on Social Media and our Course Connection newsletter.

- **Small Schools** – Enrollment under 200
- **Medium Schools** – Enrollment 200-399
- **Large Schools** – Enrollment 400+

TEAM MEMBERS CHOOSE THEIR DISTANCE AND PACE.

Encourage your team members to participate in any of these events - choosing the one that is best for them. Each event counts equally toward participation levels.

Friday, Sept 18

 **Guardian Kids Fun Run**

 **HUGGIES®**
We got you. baby™

Diaper Dash & Toddler Trot

Saturday, Sept 19

 **Ascension 5K Run/Walk**

REGISTERING SCHOOL CHALLENGE TEAM MEMBERS

REGISTERING YOUR TEAM

Go to foxcitiesmarathon.org>Get Involved>School Challenge to get started. Once your team registration is complete, your students will be able to select it when they register for their event.

REGISTERING TEAM MEMBERS

When a team member registers for their event at foxcitiesmarathon.org/registration, they will have the option to indicate they are part of a School Challenge team and can choose your school's name from a drop down menu. The team member will be responsible for their own payment method.

MANAGING YOUR TEAM

Team Captains can see an active list of team members registered to your School Challenge team at any time, including the event they have chosen! Simply visit our website at foxcitiesmarathon.org>Get Involved and click on School Challenge. This will bring you to the Race Group/Teams page. Captains can also email their entire team from this listing making communication easy!

RECRUIT

ANNOUNCE YOUR TEAM

Use these email or communication starters to announce your school's School Challenge Team.

You can help us win \$750 and have fun while doing it! Join Team (School Name) and take part in the Kids Run or walk or run the 5K in the events of the Community First Fox Cities Marathon presented by Miron Construction September 18th & 19th. We've taken the U.S.Venture School Challenge and need YOU on our team! Every participant will help us win cash prizes of up to \$750! What better way to start the school year than by showing our school spirit together?

ACTIVATE

CALL TO ACTION

Register for the Kids Run events or 5K at foxcitiesmarathon.org/registration. During your registration, indicate you are part of the U.S. Venture School Challenge and choose (Team Name) from the drop down menu.

POST

GO SOCIAL

Spread the word on your Social Media channels - promoting your school's commitment to wellness and the community and to challenge other schools to join in the U.S.Venture School Challenge! Feel free to share on LinkedIn as well to show your school is focused on health, wellness and team work!

Announce your participation:

- Team [school name] is taking part in the School Challenge at this year's Community First Fox Cities Marathon presented by Miron Construction. We'll walk and run our way to the finish line in the Kids Run and 5K - showing our [mascot/nickname] spirit! Follow our journey! #foxcitiesmarathon #usventureschoolchallenge

Challenge other schools:

- [School name] is taking the School Challenge at this year's Community First Fox Cities Marathon presented by Miron Construction. Who's in? #foxcitiesmarathon #usventureschoolchallenge

Celebrate your team's progress:

- So excited we have XX team members signed up to compete in this year's School Challenge at the Community First Fox Cities Marathon presented by Miron Construction. #foxcitiesmarathon

THANKS FOR THE TAG

The Community First Fox Cities Marathon presented by Miron Construction is active on social media. Follow us, share and tag us:

- @FoxCitiesMarathon on Instagram
- Community First Fox Cities Marathon on Facebook
- Fox Cities Marathon on YouTube & LinkedIn

TAG US

Q&As

HAVE QUESTIONS OR IDEAS?

Please don't hesitate to contact us with any questions or ideas you may have. We love to hear what you're doing to promote your School Challenge Team.

Email us at info@foxcitiesmarathon.org

Q: Do all team members have to choose the same event?

A: No, team members can register for their choice the Kids Run, Diaper Dash, Toddler Trot or 5K.

Q: Do spouses, friends, or family count toward our participation total?

A: No, participation totals are based on student participation. However, staff, family, friends are more than welcome to register and join you in any event.

Q: Can Team Captains see who is registered for their Team?

A: Yes, visit foxcitiesmarathon.org > Get Involved > School Challenge and Find or Create a Group Button.

Q: How can Team Captains communicate with registered teammates?

A: Team Captains will find the option to email registered team members at foxcitiesmarathon.org > Get Involved > School Challenge > Find or Create a Group.

Q: If an student is already registered, how do they become part of our team?

A: Registered participants can contact the marathon at info@foxcitiesmarathon.org to have their registration connected to your team.

TOOLKIT

CREATE BUZZ
SPREAD THE WORD
BUILD YOUR TEAM

POSTERS

CUSTOMIZE, PRINT AND POST

After you have registered your team at foxcitiesmarathon.org /registration it's time to spread the word!

- Download the fillable PDF poster : Letter size (8.5x11).
- Customize the poster with your Team Name, Team Captain and Captain Contact Information.
- Print in color or black & white and post!



LOGOS

BRAND YOUR MESSAGING

Add the Logo to your messaging.

Download variations of the logos at:

foxcitiesmarathon.org/home-page/get-involved/school-challenge/



GRAPHICS

PRINTED HAND OUT/DIGITAL FLYER

Use this graphic to remind your families to join your team. Print or Link them to our registration page at foxcitiesmarathon.org/registration.



REGISTER YOUR TEAM TODAY!

VISIT FOXCITIESMARATHON.ORG CLICK ON: GET INVOLVED > SCHOOL CHALLENGE