

ATU Health Kick

How to organize and run a successful ATU National Health Kick

Like any large scale event, planning in advance and following a detailed step by step process is crucial to obtaining success. Below you will find a proven checklist and timeline for running your event. It is recommended that you follow it as close as possible.

Pre-Event

- 1. Contact your local children's hospital (or hospital if you don't have a dedicated children's hospital).** Explain your event and ask to speak to the person you should work with in coordinating your fundraising efforts.
- Working with your hospital representative, **discuss and develop a plan** of attack for the following:
 - Press releases
 - Celebrity Invites
 - Prize donations
- 3. Select a site for the event.** Be sure to factor in the amount of room you will need for both participants and spectators. Options include:
 - Smaller Schools (150 or less students): use your own dojang, utilize space in a shopping mall or plaza
 - Mid size schools (150 to 300 students): Rent a middle school or high school gymnasium, preferably one with bleacher seating so everyone can see the action but also stay off the performance floor.
 - Large schools or multiple locations: rent a college gymnasium or other large venue with seating.

Note: virtually all facilities will request a certificate of additional insurance. This should be easily obtainable from your liability insurance carrier and usually there is no fee or a minimal one.
- 4. Open a checking account** that you will use to deposit all of the donations received. We recommend using a name related with the event (ie. 'Master Kim's Health Kick' or 'Dallas Health Kick'). After your event is completed, use this account to pay for all of the required expenses of the event. You should plan to document your expenses and keep copies of all receipts. Since laws vary from state to state, be sure to speak with your accountant on this area. Once all expenses have been deducted, send the balance of funds raised to your hospital.

5. Determine vendors for the following:



BREAKING BOARDS:

Board breaking is the centerpiece of the Health Kick event. It is exciting for the participants and the spectators alike. Be sure to speak with a supplier who knows how to properly prepare boards for martial arts demonstrations. We usually recommend having boards available in 3 sizes: thin boards for younger children (ages 4 to 6), regular childrens' boards, and thicker adult boards.

Most schools have 70% children and 20-30% adults so you will want your board quantities to match this.



DJ SERVICE:

If you are going to be renting out a gymnasium or auditorium it is a good idea to have a DJ service to play music and provide a speaker system. Be sure to contact companies well in advance so you will be able to get a good rate or even service for free.



PRINTER:

There are a variety of items you will need printed for this event. They include: mini posters, copies of your fundraising packet (letters) and fundraising envelopes. Depending on the size and location of your event you may want to create a program book and even tickets.

5. Prizes:

We recommend that all students who raise at least \$35 receive a Health Kick T-shirt. The Health Kick logo will be available online and can be provided to any T-shirt printer you select.

GRAND PRIZES:

In addition to T-shirts, having grand prizes for the top fundraisers contributes to the excitement and instills a sense of friendly competitiveness among students. Historically we have utilized 3 levels of prizes for each location we have, plus a Grand prize for the top overall fundraiser in each of our schools. Of course it is preferred to get all prizes donated. Utilize your hospital representative as well as the contacts you have in your own school to contact area stores. Together, you should be able to gather motivating prizes at the lowest possible total cost. You can use the following amounts as a guideline:

- Grand Prize (top overall fundraiser): \$500 (ie. LCD television)
- 1st Place (award one per school): \$250 (ie. MP3 player)
- 2nd Place (award one per school): \$150 (ie. Wavemaster heavy bag)
- 3rd Place (award one per school): \$100 (ie. Premium Tae Kwon Do Dobok such as Nike or Adidas)

Remember this is the retail value, not necessarily what you would have to pay to obtain the item.

Promoting your event: Internal promotion

POSTERS:

Hang mini posters in your school approximately one month prior to the event. Use several posters and place them in the highest traffic areas of your school.

CLASSROOM ANNOUNCEMENTS:

Be certain that all of your staff know about the event and practice together how to announce it to students and families. Below is a sample script for this purpose.

"Class I would like to make a very exciting announcement before we finish today. Our dojang is going to be a part of a National Health Kick that is going to be held on (insert date). On that day we will join hundreds of schools around the country that will be breaking boards to benefit their area hospitals. Locally, the money we raise will go to (the name of your local Children's Hospital). It's a very good cause and its going to be a lot of fun. Our goal is to break (number amount) boards and raise (dollar amount). We will also have an awesome instructors demonstration and special guests. I would like to see everyone support this very meaningful event so please pick up a Health Kick fundraising packet on your way out today. If you have any questions about the event please see your instructors. Remember everyone, we need your help so please get involved."

PERSONAL INVITATIONS:

In addition to in class announcements it is also recommended that you and your staff speak with as many individual families as possible. Answer any questions they may have, determine if they have any contacts or resources that would be helpful and overall motivate them to be as fully involved as possible.

INDIVIDUAL THERMOMETERS:

As students commit to participate in your Health Kick, post a thermometer with their name on it on a prominent wall or mirror in your school. Each day when the students come in for their classes have a specified instructor they can report to or at least a log sheet where they can update their totals. Then at the end of each class or at the end of the day update their thermometer by filling it in with red marker to the amount they have raised. If a student completes an entire sheet (by raising \$100) simply post another sheet above it as they continue raising donations. Top fundraisers often raise several hundred to even a thousand dollars!!

SCHOOL THERMOMETERS:

Your school thermometer is usually set up in increments of hundreds or thousands depending on your school goal. Remember to update it regularly and it will excite your students as they see your progress.

External promotion

MASS MEDIA PROMOTIONS:

Discuss with your hospital representative how they plan to educate the mass media about your event. In the past we have had appearances on morning talk shows, local radio, the evening news, and of course the local newspaper. Be certain that your hospital representative is sending press releases and following up regularly for the best results.

ADVERTISING:

We recommend 2-3 weeks of advertising prior to the event. As with all expenses, plan to ask for a discount on the actual cost due to the charitable nature of this event.

FLYERS:

The sample layout can be modified and placed in your local newspaper as an ad or used as a flyer. The key to the flyer promotion is volume; try to distribute as many as possible. Locations to place flyers include: restaurants, event boards at supermarkets, fellow merchants in your shopping plaza, and with area groups including scout troops, church youth organizations, and local business employees. Of course the best group to reach is local elementary schools. Whenever you approach any group explain that the event is for charity and that you appreciate any help they can give. Some schools may be willing to distribute flyers to their entire student body, while others may only allow a handful to be placed at the main office. Either way, be courteous and appreciative and you will enhance the respect and relationship you have with the school.

MINI-KICKS:

See back for more details on this exciting idea.

Safety

Be sure to take every precaution to make your event as safe as possible. These include:

- Having various size boards for different size participants.
- Encouraging students to use board breaking techniques that they are familiar with.
- Having an adequate number of well trained holders
- Be aware of space between participants
- In addition, be mindful that power breaking with multiple boards at one time and speed breaking where only one edge of the boards are held can be dangerous to the holders or the crowd. We are not saying not to incorporate these more difficult techniques or other flashy kicks such as flying and jumping kicks. We are, however, reminding everyone to constantly think **safety first**. Be certain that the holders, breakers, nearby students and audience are all prepared for the larger more difficult techniques before you perform them. Remember an extra moment of preparation can avoid a needless injury.
- Medical Committee: Plan ahead with physicians or nurses in your school to attend and to have first aid supplies at the event. Safety should always be a primary concern of you and your staff, however minor injuries such as scrapes and bruises can occur. Be prepared to respond appropriately for these or any other injuries.

Health Kick Schedule of Events

12:00 – 12:15 OPENING CEREMONIES

- Brief welcome by Master of Ceremonies
- Speech by Master Instructor
- Thank you speech by Children's Hospital representative
- Introduce and have speeches from other local celebrities or representatives

12:15 – 1:30 BOARD BREAKING BEGINS

1:30 – 2:00 HALFTIME CEREMONIES

- Celebrity Board Breaking
- Instructors demonstrations
- Award 3rd, 2nd, 1st, and Grand prize winners
- Announce fundraising total

2:00 – 3:00 2ND WAVE OF BOARD BREAKING

- Save final board for someone special in your organization (ie. Oldest or youngest student)
- Thank you speech and recognition to all students and families



External Promotion

Mini-Kicks:

An ideal way to publicize your school and your Health Kick in advance

How it works:

Contact a large high volume retailer such as Target, Kmart or Walmart and provide them with this sample letter.

Request the opportunity to use a small area in their store lobby to perform demonstrations and gather Health Kick donations on the Saturdays 1-2 weeks prior to your event.

Explain that the demonstration will be family friendly and will feature younger children performing and breaking boards with safe techniques. Also explain that you will be selling 2 week gift certificates for martial arts classes and that 100% of the fees collected will be donated to the Children's Miracle Network and benefit your local children's hospital.

Set up a table with your dojang information as well as information about your Health Kick event. Don't forget to bring a schedule book to make appointments for everyone who purchases a 2 week trial.



Dear Store Manager,

My name is (your name) and I am the owner and head instructor of (your school name). On (insert date) our school will be hosting a martial arts demonstration and board break-a-thon as a part of the ATU National Health Kick. ATU stands for American Tae Kwon Do United, and is a professional organization for Tae Kwon Do schools around the country who are dedicated to making a positive impact on other communities. On (insert date) hundreds of schools around the country will break thousands of boards to raise money for their area hospitals. Locally the funds we raise will benefit (the name of your local Children's Hospital).

We respectfully request your help in publicizing our event and raising donations. With your permission I would like to operate a "Mini-Kick" in the lobby of your store for 1-2 weeks prior to the event on a Saturday from 12pm-3pm. Specifically the way it would work is as follows:

- Our center will bring 6-10 students and volunteers to your store on the day of the mini-kick.
- We would request a table, a few chairs and an electrical outlet.
- We would have some of our students perform demonstrations and break boards throughout the day.
- In order to raise donations we will be selling two week gift certificates to our center for twenty dollars. Each certificate will entitle the bearer to two weeks of instruction and a free Tae Kwon Do uniform. We will also accept donations in any amount that customers wish to make to (the name of your local Children's Hospital). One hundred percent of the fees received will be donated to (the name of your local Children's Hospital).

You have my assurance that the demonstrations conducted will be safe, family friendly, upbeat, and energetic. Not only will the mini-kick be good for charity, I also feel it will benefit your store. We appreciate your partnering with us as community leaders. Thank you in advance for your consideration.

Sincerely,

Your name
School's name
Address
Phone #
E-mail address

Remember, if you have staff and volunteers to handle it, you can set up more than one mini-kick per weekend

