

Need Money to Buy Pedometers for Your School?

Many schools do not have the funds to get their *Did You Walk 10,000 Steps Today?*™ program started. NEW LIFESTYLES, INC., has come up with a way to help teachers raise the funds they need. The program is simple: Sell at least 50 pedometers and use your profits to buy the school program kit you want. To help you do this, we have created a 10,000 Steps Program Kickoff Kit, which consists of materials you can use to promote your fundraising efforts. The kit includes:

- ❑ **10,000 Steps Program Kickoff Kit Guide** — Use this to learn how to run your fundraising program.
- ❑ **Press Release** — Customize with local information and print on school letterhead.
- ❑ **Parent Letter** — Photocopy and send home to explain the program to parents.
- ❑ **Informative Trifold Brochure** — Customize by adding contact info and pricing; then photocopy and distribute. (Brochure explains pedometer features as well as the program.)
- ❑ **Sample Email Message** — Use our sample email to promote the program to friends and colleagues.
- ❑ **Poster** — Customize with your contact information and display to generate interest.
- ❑ **Chart** — Color in this chart to track your progress as you sell your 50-pack of pedometers.
- ❑ **PowerPoint Presentation** — Use this when speaking to groups to generate support and/or sales for your program and to get your community on its feet and moving!

The 10,000 Steps Program Kickoff Kit is yours for \$79.95 (plus \$6.95 shipping & handling). Your \$79.95 investment will be applied toward the total cost of your fundraising 50-pack of pedometers plus your school program kit. Kickoff Kit materials are non-refundable. *You have two months from the date you submit your "Sign me up" form to conduct your sale and remit payment to NEW LIFESTYLES.*



What You Do:

- 1** **Return "Sign me up" form** via fax (816-353-9808) or mail (NEW LIFESTYLES, 5900 Larson Ave., Kansas City, MO 64133). Include check or credit card #.
- 2** **Receive a call or email from a NEW LIFESTYLES consultant** who will help you select both the fundraising 50-pack you will sell and the school program kit you will buy with the money you raise.
- 3** **Receive your 10,000 Steps Program Kickoff Kit** via the mail.
- 4** **Establish your price for your pedometers.** You know your community's economic status. The higher you can set your prices, the more you will have available to spend on pedometers and related products.
- 5** **Promote your fundraiser.** The Kickoff Kit Guide provides tips and recommendations for generating publicity. The more excitement and interest you can generate, the easier it will be to sell your 50 pedometers.
- 6** **Sell, sell, sell.** Remember, the program is contingent on the sale of 50 pedometers. Your colleagues, community members and students' families are potential customers. Although you have two months to complete your drive, we recommend you focus on a one- to two-week fundraising drive. (It's much easier to generate community enthusiasm over a shorter period of time.)

7 **Collect money and orders.** Make checks payable to the person or organization responsible for submitting payment to NEW LIFESTYLES. That person could be you, a volunteer, your school or your PTA/PTO.

8 **Remit your payment to NEW LIFESTYLES.** NEW LIFESTYLES must receive payment for your order in one lump sum (one purchase order, credit card or check). **If multiple payments are sent, the agreement will be null and void.**

NEW LIFESTYLES can receive payments:

- **By Mail** — NEW LIFESTYLES, 5900 Larson Ave., Kansas City, MO 64133 (*purchase order, check or credit card*)
- **By Fax** — 816-353-9808 (*purchase order or credit card*)
- **By Phone** — 816-353-1721 (*credit cards only*)

Once your payment is processed, your fundraising 50-pack of pedometers and your school program kit will ship. Orders paid for by credit card or an authorized purchase order will ship in 48 hours. Orders paid for by check will ship in approximately two weeks.

9 **Receive your order** (fundraising 50-pack plus your school program kit). Pedometers ship in our special "pill vial" packaging.

10 **Distribute pedometers to your customers, and enjoy your program kit!** The Kickoff Kit Guide provides suggestions for distributing pedometers.

