



Group Exercise Fundraising Event

- The most sought after instructors hold a designated class to raise money. The popular classes vary from club to club so choose what's right for your location.
- The key is to make it an event – perhaps a 2 hour class with various instructors or a mix of a few different types of classes into one event.
- Members sign up by reserving their spot for a pre determined dollar amount and also open it up to non-members. Encouraging members to bring a friend makes it more fun and increases foot-traffic in the club.
- Ask participants to raise money ahead of time utilizing our easy customizable website. For example, they can ask their friends and family to donate to their goal, or sponsor them for every mile they ride (calories they burn, minutes they Zumba, etc.). Have prizes for people that raise the most money.
 - Incentives (Cumulative)
 - Raise \$50 and receive an AQ Vida Bracelet
 - Raise \$150 and receive an AQ Water Bottle
 - Raise \$250 and receive an AQ T-Shirt
 - Raise \$500 and receive an AQ runner's track jacket
 - Raise \$1,000 and receive _____
 - Other ideas for incentives are a Personal Training session, one month free membership dues, gift card towards the Club Pro Shop or Snack/Juice Bar
- Club chains can hold the group exercise class on the same day to motivate the competitive instructors and generate excitement. Internal contests with incentives will really motivate each location to succeed.

Suggestions for Success

- Send an email to all members and databases promoting the campaign and ask them to share it with their friends.
 - Create friendly competition between GMs (provide incentives).
 - Work with the Augie's Quest team to execute the campaign easily and effectively.
 - Communication to locations regarding the campaign should come from an influential member of the leadership team.
 - Make sure to create an "event" so members feel like the class is special and not just the same one they always take.
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