**Tips to create a successful GoFundMe campaign to buy Walking Classroom materials**

The following information may be helpful to include with your campaign description.

1. **Describe your students**

* Obesity rates: To find information on your state’s obesity rate, check out the following websites. Both sources indicate the percentage of children 10-17 years old who are either overweight or obese
  + - The State of Obesity: <http://www.stateofobesity.org/children1017/>
    - Kaiser Family Foundation: <http://www.kff.org/other/state-indicator/overweightobese-children/>
* Physical Activity: The CDC recommends children get at least 60 minutes of aerobic physical activity everyday (such as brisk walking).
* The CDC’s latest [Physical Activity State Indicator Report](https://www.cdc.gov/physicalactivity/downloads/PA_State_Indicator_Report_2014.pdf) provides state-level information on youth physical activity levels. The CDC assess youth physical activity levels through responses from 9-12 grade, however, this data can be generalized to “youth” as shown in the report.
* Check out Table 1 on page 18 of this report to find the percentage of youth in your state that report meeting the physical activity guideline (last three columns).
* Check out Table 2 on page 19 of this report to see if your state has policy guidelines on recess or the time spent in moderate-to-vigorous physical activity in PE (middle two columns).
* State Indicator Report on Physical Activity 2014: <http://www.kff.org/other/state-indicator/overweightobese-children/>
* Check out your school/district’s PE or physical activity guidelines. Do you currently provide at least 60 minutes of physical activity for your students everyday? What barriers exist to meeting current guidelines (e.g. time, resources, student interest, etc.)?
* Academic: A great indicator for academic need is your school’s 4th or 5th end-of-grade reading proficiency. If you are having difficulty locating this number, <greatschools.org> provides this information under their “Quality” tab.

1. **Describe how The Walking Classroom will impact your students:**

* TWC combines physical activity and listening to create an innovative and engaging learning experience for students. The program is simple but impactful: Students take brisk 20-minute walks, as a class, while listening to custom-written content that is aligned to state standards on durable, single-purpose audio players (WalkKits).
* The CDC recommends children participate in 60 minutes or more of physical activity everyday. The Walking Classroom provides 1/3 of students’ daily-recommended physical activity each time it’s used.
* Unlike unstructured recess time, The Walking Classroom ensures students are physically active for the entire 20-minute session.
* Students take brisk 20-minute walks as a class, while listening to custom-written content that is aligned to state standards on durable, single-purpose audio players called WalkKits.
* A school year’s worth of academic content is included within each WalkKit and a Teacher’s Guide provides extensive lesson plans and comprehension quizzes for each podcast to help teachers effectively discuss and review the material.
* Share your goals:
* **To increase opportunities for students to get physical activity.** Using the program 2-3 times/week creates 40-60 minutes of added physical activity.
* **To establish healthy lifestyle habits and improve health literacy while functioning as an in-school obesity prevention initiative.**
* **To improve student performance in the classroom.** Students can listen and comprehend 2-3 grade levels higher than their reading level. TWC allows underperforming students to enjoy academic success and participate in grade-level activities with confidence.