

# JUSTIFICATION TOOLKIT



## Getting Your Principal on Board: Tip Sheet

As health and physical educators, you know the value of a social emotional learning-based fundraiser like health. moves. minds.<sup>®</sup>, powered by Booster. Now it's time to get your principal or supervisor on board!

With so many fundraising options and competing priorities, it can sometimes be difficult to get buy-in from administration. Use these tips to help guide your conversation.

### 1 Request a Meeting

Schedule a dedicated time to talk with your principal or supervisor about the fundraiser. A focused meeting shows you value their time and gives you the opportunity to present the program's benefits without distraction.

### 2 Share the Benefits & Your “Why”

Show your principal how health. moves. minds. delivers value far beyond fundraising. Use these flyers and materials to highlight the advantages and connect them to the specific needs of your school or district. Examples might include:

- **Raises meaningful funds** for the entire school with no upfront costs – plus full support every step of the way
  - **50% of what you raise – in cash** – to support the school-wide priorities and initiatives that matter most
- **Teaches critical life skills** like kindness, respect, philanthropy and advocacy
- **Promotes physical activity and wellness** through PE, classroom integration, and exciting events.
- **Strengthens SEL** with engaging, ready-to-use activities and six, fun themed videos
- **Fosters collaboration, empathy and a sense of belonging** across your school community

### 3 Add Your Own School Connection (Optional)

Share stories, data, or personal examples that make the benefits come alive for your administrator. The more specific the connection, the easier it is for them to say yes.

### 4 Highlight the Added Value of Gopher

Show how your fundraising dollars stretch even further:

- Schools receive **an additional 5% of funds raised in a Gopher gift card** – plus a **\$250 Booster bonus match**
- Gopher provides a **20% match for every dollar spent** beyond your gift card – helping you maximize your PE equipment purchases

Come prepared with a short wish list of equipment your students need. Demonstrating how funds will directly support instruction and wellness makes your case even stronger.



## Your “Why”

Share with your administrator why your school should lead a health. moves. minds.®, powered by Booster fundraiser!

**1**

### Support Student Health & Well-Being

I want my students to thrive – physically, emotionally, and socially. The **health. moves. minds. fundraiser** empowers them to:

- Build skills in physical activity, emotional management and teamwork
- Learn gratitude, confidence and pride through giving back
- Access free, educator-created, standards-based resources that reinforce positive health behaviors

**2**

### Strengthen Our School Community

This program allows me to show how physical education connects to school-wide goals. By integrating **health. moves. minds. lessons and activities** into PE, classrooms, and district wellness initiatives, we:

- Inspire students to be kind, active stewards of health and wellness
- Provide families with lifelong skills to support healthier choices
- Earn new equipment and resources that benefit the entire school

**3**

### Generate More Funds for Health & PE

I need additional resources to positively impact student health and wellness. The **health. moves. minds. fundraiser** helps by:

- Providing new health resources and PE equipment to strengthen our program
- Supplementing our school budget in meaningful ways
- Supporting my professional development and advocacy efforts at the state and national levels



**Bottom line:** A health. moves. minds. fundraiser helps students grow, support your school, and provides the funds and resources you need to make a lasting impression.



## Principal/Administrator Sample Letter

Use this template to help gain support from your principal, school administrators, and/or district superintendent.

Dear [Administrator],

I am writing to share information about an exciting opportunity for our school – the **health.moves.minds.®**, powered by **Booster fundraiser**.

This national program, jointly operated by SHAPE America and Booster, combines **educator-created, standards-based lessons and activities** with a meaningful fundraising experience. Students learn how to care for their minds and bodies while developing essential character traits like **kindness, empathy, teamwork and gratitude**.

In addition to the powerful learning experiences, the program raises funds to support **school-wide priorities** and our **PE program**. Key benefits include:

- **50% of funds raised – in cash** – for school initiatives
- **5% in a Gopher gift card**, plus a **\$250 Booster bonus match** for PE equipment
- **Engaging SEL and wellness lessons** for every student, across all grades
- **No upfront costs** and full support every step of the way

Our students will not only benefit from **critical life skills and improved well-being**, but also gain pride in giving back to their school community. The funds raised will help create a healthier, more active school environment while also supporting my professional development and advocacy efforts for health and PE.

I encourage you to review the attached materials for more details. I would greatly appreciate the opportunity to meet, answer any questions, and discuss your approval for bringing the health.moves.minds. fundraiser to our school. Together, we can make a lasting difference in the health and success of our students.

Sincerely,

[Your Name]

[Your Title/Role]



## Principal/Administrator Sample Email

Use this template to help gain support from your principal, school administrators, and/or district superintendent.

**Subject:** Opportunity to Bring health. moves. minds. to Our School

Dear [Administrator],

I'd love to bring the **health. moves. minds.®**, powered by **Booster fundraiser** to our school. This program, jointly operated by SHAPE America and Booster, combines **standards-based lessons and activities** with a meaningful fundraising experience.

Students will learn skills like **kindness, empathy, teamwork and gratitude** while also supporting our school. Benefits include:

- **50% of funds raised – in cash** – for school initiatives
- **5% in a Gopher gift card**, plus a **\$250 Booster bonus match** for PE equipment
- **Engaging SEL and wellness lessons** for every student, across all grades
- **No upfront costs** and full support every step of the way

This fundraiser strengthens student well-being, builds school community, and helps fund both PE and school-wide initiatives.

Could we schedule a quick time to connect so I can share more and answer your questions?

Thank you,  
[Your Name]



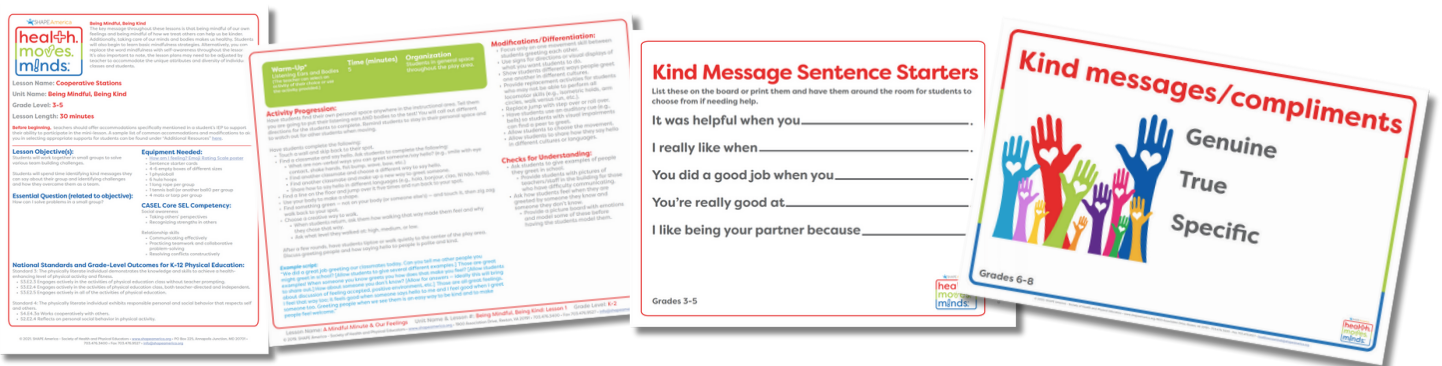
**Quick Hallway Pitch:** I'd love to bring the health. moves. minds. fundraiser to our school. It teaches students kindness, empathy and teamwork while raising funds – 50% in cash for school priorities and bonus PE equipment. No upfront costs, and all students benefit from lessons. Could I share more with you?



## How Your School Benefits

The health. moves. minds.<sup>®</sup>, powered by Booster fundraiser goes beyond raising money – it brings health, wellness, and character education to the forefront of your school community. Students gain lifelong skills while your school earns meaningful support.

- 1 Supports Student Mental Health**  
 Builds unity and peer support through movement and community-building.
- 2 School-Wide Impact**  
 Starts in PE but benefits the whole school, whole community and whole child.
- 3 Strengths SEL**  
 Embeds social-emotional learning into National Physical Education Standards- and National Health Education Standards-based lessons and activities aligned with CASEL.
- 4 Ready-to-Use Resources**  
 Adaptable lessons, activities, and assessments for grades K-12.
- 5 Focus on Belonging**  
 Prioritizes access, belonging and community across all program materials.
- 6 Funds that Matter**
  - **50% in cash** comes back to your school to support top priorities.
  - **5% of funds raised + \$250 Booster bonus** returned as a Gopher gift card to purchase equipment and wellness resources.



Let's Build Stronger Schools – and Stronger Hearts

## Building Kinder, Healthier Schools

Effective health and physical education programs build a strong foundation for the whole child – addressing both physical and social-emotional learning (SEL) needs.

### How Health & PE Support SEL



#### Aligned to National Standards

Lessons based on SHAPE America's National Physical Education Standards and National Health Education Standards foster responsible behavior, respect and the value of physical activity.



#### School-Wide Impact

Health and PE teachers lead initiatives that support the Whole School, Whole Community, Whole Child (WSCC) model, improving school climate.



#### Essential Life Skills

Students learn to manage emotions, set goals, build positive relationships and practice resilience – skills embedded in daily instruction.

### How This Benefits Students

Schools can influence healthy behaviors – and active, healthy students are better learners.



#### Improved Student Outcomes

SEL in health and PE promotes academic achievement, positive social behavior and wellness – while reducing conduct problems, substance abuse and emotional distress.



#### College & Career Ready

Skills like communication, conflict resolution and persistence prepare students for future success.

**Health and physical educators are leading the way to a kinder, healthier future for all students.**



## It's Time to Prioritize Health & Physical Education

### Students' well-being depends on it.

The pandemic underscored a truth we can't ignore: students' physical, mental and social-emotional health must be at the center of education. Health and physical education (HPE) is a critical part of the solutions.

#### In Health & PE, students learn:

- **Social-emotional skills** to manage emotions and handle challenges
- **Character values** like resilience, respect, community and belonging
- **Fundamental motor skills** that support lifelong physical activity.



It is also critical to maintain a balanced curriculum with continued physical education... rather than an exclusive emphasis on core subject areas.



~ American Academy of Pediatrics, 2020

### Students Need Support



- Anxiety and depression among youth have risen sharply – and COVID-19 made the crisis worse.
- Many students faced trauma that may impact their lifelong health without intervention.
- Health and PE teachers **provide trusted support**, teaching age-appropriate skills that strengthen the mind-body connection and build overall wellness.

### Students Need Social-Emotional Skills

- HPE educators are on the **front lines of SEL**.
- Students practice skills like managing emotions, setting goals and building positive relationships.
- These are embedded in SHAPE America's **National Physical Education Standards** and **National Health Education Standards** used daily in schools.

### Students Need Physical Activity

- Regular movement **reduces stress, prevents chronic disease and boosts academic performance**.
- Physical education is not just playtime – **it's a standards-based, academic class taught by certified teachers**.
- Students need both **effective PE instruction and daily physical activity** to succeed.



Health and physical education are essential for building healthier, happier and more resilient students.

