



KICK OFF FUTP 60 IN YOUR SCHOOL!

Get a running start this school year! Plan a Kickoff to gain momentum, get others excited and earn a **chance to win a visit from an NFL player** at your school!*

1 WHY KICK OFF?

Kickoffs can set an exciting tone for your entire school year! Use your Kickoff to build excitement around FUTP 60, recruit new students and teachers and get new ideas for the upcoming school year. Kickoffs don't have to be huge—work as a team to plan what works best for your school. For more ideas on Kickoffs, see the next page of this guide!

EDUCATORS

Work with other adults and students at your school to plan a Kickoff! Once you kick off, be sure to take these next steps:

2

1. [Log in](#) to the Six Steps on your Dashboard and mark the Kickoff Step as complete! When you do, your school will automatically be entered for a **chance to win a visit from an NFL player!***
2. Encourage your students to log in and complete the Kickoff Challenge on their Dashboard (a great way for students to earn Bonus Points!) and reward students for their participation in your Kickoff event.
3. Continue tackling the Six Steps throughout the school year—complete all Six Steps and become a Touchdown School! If you become a Touchdown School by April 1, 2018, you'll receive a Touchdown School banner!**

3 STUDENTS

Set your school up for success and pump up your Points:

1. [Log in](#) to your FuelUpToPlay60.com account
2. Take the [Kickoff Challenge](#) on your Dashboard to earn Bonus Points

4

GRAB YOUR CHANCE TO WIN

All schools that have an educator mark the Kickoff Step as complete on the Dashboard by October 31, 2017, will be entered for a **chance to win a visit from an NFL player** or a limited edition NFL Football!*

5

READY? BREAK!

Huddle up with your Team and make your game plan! Program Advisors and students 13+, don't forget to share photos, updates and more Kickoff fun on Facebook, Twitter and Instagram using the hashtag #FuelGreatness. Good luck!

*NO PURCHASE NECESSARY. Many will enter; few will win. See [Official Rules](#). The NFL Entities (as defined in Official Rules), National Football League Players Association, and National Football League Players Incorporated have not offered or sponsored this sweepstakes in any way.

**Touchdown School banners are distributed while supplies last. Limit one banner per school.



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HOW TO KICK OFF!

Each school's Kickoff will be different, so do whatever works for you and your school.

KICKOFF IDEAS

Pep Rally

Organize a school-wide rally to get students excited about eating healthy and getting active through Fuel Up to Play 60! Invite students and Program Advisors to perform, compete in challenges and commit to a healthier lifestyle.

School Announcements

Get the word out about Fuel Up to Play 60 through your morning announcements. Give students and teachers the scoop about the importance of eating healthy foods and being active!

Getting the Word Out

Get creative and design posters, newsletters, social media posts and emails for FUTP 60! Include Healthy Facts, fitness tips and steps on how to get involved! And, if your school received a Back to School poster, hang that up too!

FUTP 60 Flash Mob

Organize a surprise flash mob with members of your FUTP 60 Team! Perform a song you and your friends know all the words to, or make up your own!

FUTP 60 Spirit Week

Kick off the first week of school right with a variety of smaller, more focused events (think Spirit Week)! Divide up the days between healthy eating, physical activity and getting more students involved from the cafeteria to the classroom!

FUTP 60 Booth

Set up a booth in your school to tell people about the program! Talk about how FUTP 60 can make eating healthy and exercising fun, and give out some free swag!

Host a Special Event

Work with your Team to organize a taste test, an NFL FLAG tournament, a field day or other special event for your school!

Health and Fitness Fair

Invite members of your community to a Health and Fitness Fair! Help students and their families learn more about the benefits of living a healthier life, and give them ideas to eat healthier and play for 60 minutes a day!

Team Up with PTA

Partner with your PTA to have an informational night about the program! Talk about how both parents and teachers can help encourage active, healthy lifestyles for your school!

FUTP 60 Presentations

Give a quick presentation to classes or your principal about FUTP 60! Tell them about the importance of eating healthy and getting active, and how FUTP 60 can help make a difference at your school.

FUTP 60 Picnic

Fuel up with your Team before a game! Organize an FUTP 60 picnic party filled with healthy food and fun games for all to play!

WAYS TO PUMP UP YOUR KICKOFF

X Get your community or local businesses involved!



Introduce yourself! Talk about the program and how it is helping your school. Everyone wants to live healthier, more productive lives—show them how you and Fuel Up to Play 60 can help them accomplish this!



Create a donation letter that explains how your community or a local business can help.



Thank the business or organization for their time/commitment/donation.

O **Invite a Dairy Farmer!** Dairy Farmers support the FUTP 60 program, so extend an invitation to one in your area. Ask them to attend as a guest or even as a speaker—if you need help, connect with your [Local Dairy Council](#) to learn more.

