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**HOW YOU CAN HELP PHIT AMERICA IN YOUR COMMUNITY**

Here are the ways. For PHIT America and you to be successful in your community, please contact Jim Baugh, jim@PHITAmerica.org, or Jolyn de Boer, Jolyn@PHITAmerica.org.

They will make sure you know your role and are ready to be a **PHIT America Community Ambassador**. Then these are the two things every successful community ‘campaign’ has:

1. Get local elementary schools to sign up for our free PHIT America Programs
2. Find local donors that will financially support local schools (if national funds are not available)

**1. SIGNING UP SCHOOLS – RECOMMENDED APPROACH:**

* Have Jim Baugh send you some PHIT America Trifold brochures.
* Understand the basics of [our programs](https://www.phitamerica.org/programs): AMPED, PLAY TENNIS, PLAY PICKLEBALL and PLAY GOLF
* Peter Schmitt at PHIT America can help you with this step – Peter@PHITAmerica.org.
* Contact the local PE Teacher(or Principal) – Identify yourself as a PHIT Community Ambassador.
* It is best to set up an appointment (rather than just send them an email)
	+ Show them the brochure or use the 8 page ‘Brief Presentation’ on [Tools.PHITAmerica.org](https://www.phitamerica.org/logos-and-more).
* Try to find local schools which are near potential Sponsors or financial supporters.
* Have the school sign up at [Apply.PHITAmerica.org](https://www.phitamerica.org/application) – Our programs are FREE to schools.

**2. SECURING LOCAL FINANCIAL SPONSOR OR DONOR SUPPORT:**

* Supporters can be friends, local companies, local foundations, wealthy individuals, etc.
* Utilize the brochures & presentations on [Tools.PHITAmerica.org](https://www.phitamerica.org/logos-and-more)
* A good flow to a brief presentation:
	1. **Our Mission** - Explain our PHIT America mission: **Creating Healthier, Smarter, Happier Kids**
	2. **The Problem** - Point out the serious facts of the ‘Inactivity Pandemic.’
		+ Stress the facts which are of importance to the person you are talking to.
	3. **Our Solutions** – Explain our 4 life-long sport programs produce life-long improved health.
	4. **Our Results** – Show the 12 benefits of increased physical activity, the ‘Miracle Drug.’
		+ Stress how physical activity improves academic results & prevents mental health issues.
	5. **Our Success** – Point out how PHIT has helped over 850,000 children in over 1500 schools.
* Tell the donor that they can ‘adopt’ the local school and use it part of their social media messaging.
* Contact Jim Baugh with any questions. Jim can do online presentations and, if the sponsor is big enough, he will travel to work with you to secure financial support.

**THE COST OF PHIT AMERICA SCHOOL PROGRAMS**

Our program costs are very reasonable and have a great ROI. Cost per child can be as low as $10 per child.

* AMPED, our core program, costs $4,000 per school.
* PLAY TENNIS, PLAY PICKLEBALL or PLAY GOLF are $2,500 each.
* We want every school to have our AMPED Program and at least one of our PLAY Programs.
* That means it cost $6,500 per school for AMPED and one PLAY program.
* Learn more about these programs at [Programs.PHITAmerica.org](https://www.phitamerica.org/programs)

**WHY SIGNING UPS SCHOOLS SHOULD BE THE FIRST STEP**

When you talk to a potential financial supporter or Sponsor, it is best if you can say there are local schools who want new fitness and health programs from PHIT America but need your help.

**KEY PHIT AMERICA LINKS & INFORMATON:**

* General information – [PHITAmerica.or](https://www.phitamerica.org/)g
* **The Problem** – The ‘Inactivity Pandemic’ – [InactivityPandemic.org](https://www.phitamerica.org/inactivity-pandemic)
* **Our** **Solutions** – [Programs.PHITAmerica.org](https://www.phitamerica.org/programs)
* **Our Results** – [Benefits.PHITAmerica.org](https://www.phitamerica.org/benefits)
* **Academic Benefits of Physical Activity** - [HERE](https://www.phitamerica.org/benefits-academics)
* Most Important Job in America **–** [MostImportantJob.org](https://www.phitamerica.org/mija)
* Various PHIT videos – [Videos.PHITAmerica.org](https://www.phitamerica.org/videos)
* [Sponsor Intro Video](https://www.youtube.com/watch?v=0ypIkL5mE-c) – 3 Minute
* [Pickleball Sponsor Video](https://www.youtube.com/watch?v=C5BW-JxDu2U) – 2 Minute
* Tools to use – [Tools.PHITAmerica.org](https://www.phitamerica.org/logos-and-more)
* Short 8-page presentation - [HERE](https://www.phitamerica.org/_files/ugd/d5589c_7dc0121e1e2841839f99a0546fbf8fcb.pdf)
* Our Founder and leader is a winner and respected – [Jim.PHITAmerica.org](https://www.phitamerica.org/jim)
* Apply for programs – [Apply.PHITAmerica.org](https://www.phitamerica.org/application)

**WHAT IS A PHIT AMERICA COMMUNITY AMBASSADOR?**

A PHIT America Community Ambassador is a local volunteer who wants to help more children become healthier, smarter, and happier by implementing our PHIT America programs in elementary schools. A Community Ambassador can be a mom, dad, a grandparent, a PE Teacher, a doctor, a serious sport participant or teacher, or almost anyone. You must believe in our mission.

A Community Ambassador may have a special interest such as ‘I want to get more kids playing pickleball” (or tennis or golf or running). This is fine but we want to focus on every school having our core program, AMPED, and at least one of our PLAY Programs.

Sometimes 2-3 people in a local area work together to achieve our goals. One person can help sign up schools. Another can be focused on fundraising. Another can help with local marketing.

The Community Ambassador must represent PHIT America in the most positive manner while helping to achieve the PHIT America mission using the PHIT America recommended approaches. Use of the title and logo as a PHIT America Community Ambassador must be approved by PHIT America (Jim Baugh or Jolyn de Boer) and can be taken away if someone does not represent PHIT America in the most positive manner.

As our Community Ambassadors increase in numbers, we will create a web page on PHITAmerica.org with a list of Community Ambassadors, their location and contact information.