2018-19 Anthem Foundation/USABA National Fitness Challenge Partner,

Thank you for partnering with us on the sixth iteration of the Anthem Foundation/USABA National Fitness Challenge! This year, more than 450 participants from 17 cities across the country will take important steps towards leading healthier lives. They will do this by participating in sports and fitness programming coordinated by agencies like yours in their local communities.

In addition to providing opportunities for participants to engage in sports and fitness, we’re asking that you promote your efforts and success stories to help build awareness about the abilities of and opportunities available to Americans with visual impairments.

This toolkit lays out a basic blueprint for how the grant should work and how to achieve the deliverables required each quarter; including branding, media relations, reporting, programming and event planning guidance. Understanding that each agency differs in the level of support and amount of bandwidth you have, we’re here to help.

In addition to the information in this toolkit, we encourage you to reach out to us with any questions or issues you have along the way. If you need help distributing a press release, creating a new sports program, motivating your participants, whatever it is – we’re here to help.

On behalf of USABA and the Anthem Foundation, we are excited to work alongside you on the 2018-19 National Fitness Challenge. We look forward to helping you promote how you are empowering and impacting the lives of people who are blind and visually impaired through healthy lifestyle choices and physical fitness!

Your friend in fitness,

Tracy Kinoshita

USABA Program Specialist

U.S. Association of Blind Athletes

**Anthem Foundation/USABA Partnership**

The Anthem Foundation is the parent foundation for the regional Anthem Foundation brands and charitable arm of Anthem, Inc., one of the nation’s leading health benefits companies. The Anthem Foundation is committed to promoting healthy, active lifestyles in communities across the country and continues to provide grant funding to charitable organizations to help them implement programs to do so. In fact, since 2011, Anthem Foundation has granted more than $1.3 million to U.S. Association of Blind Athletes to help Americans who are blind and visually impaired participate in sports opportunities and adopt healthier lifestyles.

Anthem Foundation’s support continues this year with the sixth iteration of the Anthem Foundation/USABA National Fitness Challenge. Anthem Foundation has provided $340,000 to USABA to select partner agencies across the country to create and develop sports programming for Americans with visual impairments. Since 1976, USABA has evolved into a national organization that provides sports opportunities to thousands of children, adults and military veterans. To learn more about specific programs USABA offers, visit [www.usaba.org](http://www.usaba.org).

**Roles**

While you will be coordinating and implementing the National Fitness Challenge for your agency and local community, USABA will assist where needed and hold agencies accountable to the deliverables laid out in your MOU.

Anthem contacts will be available to approve brand-usage requests and connect you with local Anthem offices for in-person engagement with local Anthem employees.

**Branding**

It is very important to note that the Anthem Foundation is a “parent” to many different regional brands. Your promotion of the National Fitness Challenge should reflect your regional Anthem brand.

Brand assets available on our website.

The program should be referenced in three different ways depending on the situation:

1. <<Your local Anthem Foundation brand>>/USABA National Fitness Challenge - When referencing the program for the first time, please use the full name (when possible and appropriate; i.e. not when you’re limited on characters).
2. Anthem/USABA National Fitness Challenge
3. Anthem National Fitness Challenge.

Do’s:

* Use only the local Anthem Foundation name and logo for your region.
* Get approval from local Anthem PR Director prior to distributing any collateral with use of local Anthem Foundation logo or name.
* Print the logo in full color shades.
* Print and display the logo clearly and legibly.
* Include the boilerplate for your local Anthem Foundation brand (provided in brand guidelines document) in press releases and other marketing materials as appropriate.

Don’ts:

* Use the Anthem Foundation parent name or logo on local communications.
* Change the shade or color of the local Anthem Foundation logo.
* Alter the local Anthem Foundation in any way including tilting, skewing or cropping.

If you have any questions, contact Tracy Kinoshita at USABA.

**Reporting Reach**

One of the goals of the National Fitness Challenge is to reach 1 million impressions across all agencies. Each agency has a deliverable of 60,000 impressions over the 8-month program.

**What’s an impression?** An impression is when someone consumes a piece of media (i.e. how many people view a Facebook post or tweet, the circulation of a newspaper or publication, unique page views on a website, tv station viewership).

We set this goal because in addition to getting Americans who are blind and visually impaired involved in sports and fitness, we want to raise awareness of opportunities available to and abilities of people with visual impairments.

At the end of the grant period, Anthem Foundation asks for a report on how the grant program was promoted, to how many people and on what media channels. We collect quarterly impression reports to fulfill this grant requirement. Link to template for report below.

Please note that impressions only count if the local Anthem Foundation brand is listed and the mention is public. Impressions from private, individual accounts and groups do not count. The whole point is to get the word out to people who are unaware of the National Fitness Challenge. We give you some tips and best practices in the National Fitness Challenge Recognition Ideas document on our website.

*Update*: If another Facebook Page (i.e. Paralympic Day venue, athlete guest speaker) posts about NFC and the local Anthem Foundation brand and you are able to get the actual number of impressions that were garnered from the post from the owner of the page (NOT the number of followers the page has), the impressions from that post can count toward your impression total.

If a Twitter handle with more than 5,000 followers, tweets about the NFC, mentions/tags the local Anthem Foundation brand and uses the #AnthemFitnessChallenge hashtag, and you’re able to get the actual number of impressions from the owner of the handle, it can count toward your impression total.

**Resources for tracking impressions**

Impression Tracking Spreadsheet template – Please use this to report your impressions and send to Tracy Kinoshita and the end of each quarter.

Social Media Tracking Help Document – This help document explains how to find impression numbers on Facebook and Twitter.

National Fitness Challenge Recognition Ideas – Some best practices and ideas from previous National Fitness Challenges.

**Programming and Events**

The main goal of the National Fitness Challenge is to provide opportunities across the country for Americans with visual impairments to engage in sports and physical activity. For some, it will be their first time engaging in any sort of fitness activity. For others, it might be an introduction into a new sport or activity they were unaware was adapted for those with visual impairments. Per the MOU you signed, we asked you to host the following during the eight-month program:

* **Two physical activity sessions per month**. These will be 1-2 hours each and should be led by a knowledgeable instructor (see list of suggested activities in the example schedule below).
  + At least one activity should occur on the same day, at the same time and at the same location. If it makes sense for your agency, we encourage you to invite local Anthem Associates to attend and participate in the consistent programming opportunity. They could serve as guide runners/walkers, set-up tear-down assistants, or do a short presentation on Anthem’s sponsorship of the National Fitness Challenge. Contact Tracy Kinoshita for details at [tkinoshita@usaba.org](mailto:tkinoshita@usaba.org).
* **National Blind Sports Day -** an event tointroduce people in the community to sport and fitness opportunities for the blind. This could be as simple as coordinating a walk around your local park or more involved like hosting a goalball or beep baseball tournament for established teams in your area.
* **Paralympic Day event** – a community event in which NFC participants, members of the community and potentially local Anthem Associates, can learn more about Paralympic sports. We recommend demonstrations, short presentations and opportunities to try the sports presented.
* **“Try It” event** – An event in which you introduce a new sport or activity not previously offered at your agency.
* **5k/10k -** host or join a local 5k/10k event where at least 15 National Fitness Challenge participants compete.

See the NFC Programming Help Document for more information and suggestions on how to plan and implement these programs and events.

**Participant Registration**

All participants in the Anthem Foundation/USABA National Fitness Challenge must register for the program by going to <https://app.etapestry.com/onlineforms/UnitedStatesAssociationofB/2018nfc.html> . All 25 participants must be registered before the first payment is sent to your agency.

**Fitbit Trackers and Applications**

To measure participants physical activity each will be provided a Fitbit Flex 2 tracker. The group leader from each agency will have access to their group’s activity through the Fitbit Health Solutions site. The Fitbit Health Solutions site displays the group’s daily steps, active minutes, number of participants regularly syncing and more. Also available this year, is access to the Fitbit Coach app. This app provides 7 to 60 minute workouts tailored to the participants fitness level and interests. There is no cost to the participant if they would like to access one standard workout a week; if they would like access to unlimited workout options the USABA will reimburse $20 of the $39.99 annual subscription.

**Resources for Fitbit**

Fitbit Flex 2 Set Up – This help document will walk through how to set up a new Fitbit Flex 2 and enable the data sharing so the group leader and USABA can track the participants activity.

Fitbit Coach App Set Up – This help document explains how to subscribe to the Fitbit Coach app. There is a free subscription which provides one workout a week. The premium subscription provides access to unlimited workouts.

Fitbit Health Solutions Group Leader Tracking Program – This help document walks the group leader through how to access the Fitbit Health Solutions site and provides an overview of the participant tracking and reporting functionality available.

**Anthem Associate Engagement**

Another goal of the National Fitness Challenge is getting local Anthem offices involved in the National Fitness Challenges – as volunteers, participants, presenters, anything really!

There are multiple ways you can engage with local Anthem offices. The following is by no means a comprehensive list. Get creative with what works for the programs you have and volunteers you need.

**Collaborate on a presentation**. If the office is close to your agency, perhaps representatives from your agency and some NFC participants can attend a luncheon or meeting where you present to Anthem Associates what your agency is doing in the community and how they can get involved. This is a great way to kick off the NFC so you make face-to-face contact right away. Contact your regional Anthem Foundation Grant Manager about any upcoming opportunities and cc Tracy Kinoshita.

**Ask for volunteers** at an event you’re hosting for National Fitness Challenge participants. The volunteers could provide set-up and tear-down assistance, serve as guide runners and walkers, help with day-of event registration – options are endless! Think about how you can utilize local Anthem Associates volunteers as you plan your National Fitness Challenge events and regular programming. You’ll want to complete the NFC Volunteer Needs Form at least one month before the event you’re hosting and send it to the regional Anthem Foundation Grant Manager who will recruit local Anthem Associates.

**Send invitations** to NFC events and programming where Anthem Associates can witness grant funds at work. Invite them to attend as presenting sponsors and offer marketing activation opportunities – setting up a table or booth, a short presentation to the group, prominent signage at the venue. If they attend, send a follow-up thank you message with photos from the event.

**Check presentation ceremony**. In some markets, there will be an opportunity for the local Anthem Foundation brand to do a formal check presentation. Contract Tracy Kinoshita to find out if you are in one of those markets.