



# FUTP 60 KICKOFF!

Get everyone in your school excited for a new year with Fuel Up to Play 60 by holding an FUTP 60 Kickoff! All schools that report a Kickoff by **November 16** will have a **chance to win a \$200 gift card** to the [FUTP 60 Store!](#)\*

## ABOUT FUTP 60 KICKOFF

Your Kickoff can be as small or large as you like — the goal of having a Kickoff is to build excitement around FUTP 60, to recruit new students and educators for your team and to brainstorm some new ideas for the upcoming school year. Work as a team to plan a Kickoff that works best for your school, and don't forget to report your Kickoff on your student or educator Dashboard! Check out the next page for some awesome Kickoff ideas.

## EDUCATORS

1. Review this Guide with other adults and students at your school — there are some great Kickoff ideas on the next page!
2. [Log in](#) to the Six Steps on your Dashboard to **report your Kickoff** by hitting the blue “Mark as Complete” button under the Kickoff Step — your school will then be entered for a **chance to win a \$200 gift card** to the [FUTP 60 Store!](#)\*
3. Encourage your students to complete the Kickoff Challenges on their online Dashboards so they can earn Bonus Points toward becoming [Ambassadors!](#) Then, download this [certificate](#) to recognize their hard work.
4. Continue tackling the [Six Steps](#) throughout the school year — complete all six to become a [Touchdown School](#) and qualify for a display banner!\*\*

## STUDENTS

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

1. [Log in](#) to your [FuelUpToPlay60.com](#) account.
2. Take the weekly Kickoff Challenge on your Dashboard and earn Bonus Points to become an Ambassador and get more [chances to win](#).

## GRAB YOUR CHANCE TO WIN

All schools where an educator marks the Kickoff Step as complete by November 16, 2018, will be entered for a **chance to win a \$200 gift card** to the [FUTP 60 Store!](#)\*

## READY? BREAK!

Get started on planning your FUTP 60 Kickoff with the ideas on the next page. We want to hear about your Kickoff! Program Advisors and students 13+, share all your Kickoff fun on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #FuelGreatness.

\*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 each spring, while supplies last. Limit one banner per school.



©2018 National Dairy Council.  
Fuel Up is a service mark of National Dairy Council.



# HOW TO KICK OFF!

Each school's Kickoff will be different. No matter how big or small your Kickoff is, the impact will be HUGE! Here are some ideas to get you started.

## FUTP 60 KICKOFF IDEAS

### Hold a Pep Rally

Organize a pep rally to get everyone in your school excited about FUTP 60! Invite students, educators and special guests to speak and build excitement!

### “Show and Tell” About FUTP 60

Gather your team together and plan for different ways to show and tell others about FUTP 60 in your school. You could make morning announcements, host an FUTP 60 information session with new students and educators, or simply share pictures and stories about what you've accomplished with FUTP 60 so far!

### Share FUTP 60 School News Updates

Highlight your team's FUTP 60 accomplishments in the school news! Get creative with your news updates: Design posters, draft newsletters, create social media posts and send emails. Include healthy facts, fitness tips and information on how to get involved!

### Plan an FUTP 60 Spirit Week

Pick a week during Back to School and designate it FUTP 60 Spirit Week to get more people in your school involved — from the cafeteria to PE class to the classroom!

### Make a Plan to Score a Touchdown!

Draw up a game plan for how to become a Touchdown School! Your Kickoff is Step One toward earning this title. Keep it going all school year! Review the [Touchdown School Guide](#) and make a plan to reach the End Zone. Program Advisors: Be sure to log in and mark each Step as complete on your Dashboard to get credit and qualify for a Touchdown School display banner.\*\*

### Host an FUTP 60 Picnic

Organize an FUTP 60 picnic filled with healthy food and fun games! A great time to host a picnic might be before, during or after a big game!

### Make FUTP 60 Resolutions

Gather your team and come up with resolutions that you plan to stick to for the entire school year. For example, your resolution might be to make time for a nutritious breakfast every morning — no excuses! Or, it might be to get three new people involved with FUTP 60 this school year. Be creative!

### Run an FUTP 60 Flash Mob

Organize a surprise flash mob with your FUTP 60 Team! Perform a popular song, or make up one of your own. Create a giant FUTP 60 banner, or make smaller individual fliers to pass out during your flash mob to show your FUTP 60 pride!

## STUDENTS, PUMP UP YOUR KICKOFF!

- ✕ **Get your community or local businesses involved!** Introduce yourself and share how you've accomplished great things in your school with FUTP 60! **Create a donation letter** that explains how your community or a local business can help, and don't forget to **thank the business or organization** for their support!
- **Invite a Dairy Farmer!** Extend an invitation to a Dairy Farmer in your area. Ask them to attend as a guest or even as a speaker — if you need help, here are some [Tools](#) to support you, plus you can connect with your [Local Dairy Council](#) to learn more.



©2018 National Dairy Council.  
Fuel Up is a service mark of National Dairy Council.