Move for the Museum

2021

Santa Fe Children's Museum

July 1st - August 5th

Fundraising Toolkit
WHAT IS MOVE FOR THE MUSEUM?

Move for the Museum is Santa Fe Children’s Museum’s Annual Fundraising Challenge, from July 1st – August 5th. As we celebrate the Museum’s 36th “birthday” we invite you to make a pledge to move for 36 hours or 36 miles over the span of 36 days! Participants are encouraged to set a goal for how much they want to raise. Start a team! Ask your family, friends, local businesses, and others to support your fundraising efforts. You can run, walk, bike, skateboard, hike, exercise in ANY way-- indoors or outdoors! All can join solo or form a team!

Move your way!

MAKE A DIFFERENCE

This event is to encourage a healthy lifestyle and bring our community together for a local cause. 100% of the donations will support the Santa Fe Children’s Museum and to ensure the learning doesn’t stop for our children. Programs such as; STEM Virtual Learning, family Grab-and-Go STEAM Kits, and feeding hundreds of underserved local families from our garden, will be able to continue to thrive with your support of this effort!

Making Moves while Making a Difference!
Commit to a Goal
A goal is an important first step and the key to a successful fundraising campaign. We’re here to help you reach your goal by providing online assistance and fundraising tips.

Lead by Example
After setting up your fundraising page... make the first gift. It gets the ball rolling and people like to see you’re supporting your own cause!

Just Ask
Ask your friends, family and co-workers for support. It turns out, most of them are actually more than willing to help. Think of it this way, every time you ask, you are giving your friends the opportunity to do something good for the kids and families in Santa Fe.

Share
Keep sending messages and sharing the link to your page with friends on social media and keep everyone up to date on your progress. Go above and beyond, by asking them to share your page too!
*See sample social media posts to get started.* When it comes to fundraising, there is strength in numbers.

Create a Competition
Invite friends to register and to start their own team. Make a bet on who can raise the most money in 36 days. Challenge them to move with you! The virtual event allows participants to be near or far!
Send an Email
One of the best and easiest ways to ask for a donation is to send an email letting everyone you know about the commitment you’ve made to help our kids. *See the sample fundraising email.*

Matching Gift
Check to see if your employer matches charitable donations. If so, you’ve doubled your fundraising efforts!

Throw a VIRTUAL Move Party
(i.e. a zoom happy hour, dinner party, or game night)
Encourage your group to donate to your steps page in order to participate! Zoom Party! to collect donations or just personally ask your friends to give on your page.

Say Thank You
Send a personal thank you or social media shout-out by tagging them in a message of gratitude for donating to your page. If they feel appreciated, they’ll be more likely to support your efforts in the future. Plus, others will see that their efforts matter to you!

Inspire!
After you receive a donation, encourage your friends to share their support on social media or ask them to move alongside you.
Dear {Insert Your Friend’s Name},

This summer, I’m participating in the Santa Fe Children’s Museum Move for the Museum Challenge! I’ve committed to raising {your goal} to support in honor of the Museum’s 36th birthday and the families they serve. Please help me reach this goal and support the Museum by making a donation to my fundraising campaign. Every little bit counts. Whether it’s $13 or $36, $360, you are making a difference in the lives of these children and families.

Your help is truly appreciated.

{Insert Your Fundraising Link Here}

Thank you,
{Your Name}
I’m moving for kids & families for the #sfcmoveforthemuseum 7/1 – 8/5! Help me reach my {your goal} goal to support @SFCMuseum {insert your fundraising page link}.

**Worth 10 Social Media Points**

Help me reach my {insert your goal} #sfcmoveforthemuseum goal to help @SFCMuseum!

**Worth 10 Social Media Points**

Check out team {insert team name} making moves and making a difference in supporting @SFCMuseum! #sfcmoveforthemuseum  {Insert video of you/your team moving} {insert your fundraising page link}

**Worth 20 Social Media Points**

Check out our team for the Move for the Museum Challenge! We are ready to {insert how you will move} for the next 36 days to support the @SFCMuseum! Please donate to Team {insert team name}. Link in bio.

{Post a picture of your team and put your fundraising page’s link in your bio},

**Worth 20 Social Media Points**

I’m participating in the Santa Fe Children’s Museum Move for the Museum Challenge and have committed to raising {insert your goal} for kids and families who need it most @santafechildrensmuseum.

Help me reach my goal and support the Museum by making a donation today! Thanks for your help. #sfcmoveforthemuseum  {Insert your fundraising page link}

I’m jumping in for children at the Santa Fe Children’s Museum with their Move for the Museum Challenge! Please support this awesome cause by making a donation to my fundraising page. Thanks for your support! #sfcmoveforthemuseum

{Insert your fundraising page link}

I just started my team for the Move for the Museum Challenge! Now I challenge @ (tag friends) to start a team. I hope everyone will support my efforts by making a donation or starting your own team! Click here: {Insert your fundraising page link}

#sfcmoveforthemuseum
36 Ways to Move

**Play Tag**
Gather a few friends and play a fun game of tag for 36 minutes. Try mixing it up a little bit - instead of always running, choose different ways to try to tag each other like skipping, jumping, crawling, walking backward, lunges, hopping on one foot, galloping or other fun ideas.

**Water Play**
Go to a local wading pool or beach with an on-duty lifeguard and have fun splashing around and cooling off. Try standing on one foot in the water for 36 seconds or switch between feet 36 times. Toss a beach ball to your sibling or friend and see how long you can keep it from landing in the water.

**Boot Camp**
With a buddy, sibling or family member, try to do 36 jumping jacks in 1 minute. Next try it with push-ups, sit-ups, frog jumps, running in place, etc. Take a break in between sets and then start again with a different set of exercises. You can check out the exercise list at the bottom of this page for some ideas of exercises you can use.

**Dance Party**
Turn on your favorite music and dance for 36 minutes a day! Be creative! Use props or dress like your favorite music star or character. Let your imagination and dance skills shine.

**Be a Rock Star**
Make up a dance routine to your favorite song. Design your routine while getting a workout as you create it. Then perform it for some friends or family. Make it a group activity! Choose songs with some friends or family. Set a time limit to work out your routine in groups or solo. Then come back together and watch each other perform while cheering each other on.

**Neighborhood Exploration**
Walk around the block for 36 minutes each day. See how many laps you can do. Each time you go around, notice something new in your neighborhood, like how many blue cars there are, how many trees, how many people you see or how many different colors of houses.
**Playground Fun!**
Head to the playground and try out all of the different parts of the playground structure. Climb the monkey bars, run around the play structure, go up and down the stairs, crawl under the different structures, do pull-ups on the bars, etc.

**Nature Hike**
Plan a place you can go explore with friends or family. Make sure you dress for the weather, wear good shoes or hiking boots, bring a snack, have plenty of water with you, and have a grown-up with you that knows the details of the hike and follow appropriate safety guidelines.

**Walkabout**
Get together with your family or friends and choose a place you can walk to and from. Consider walking somewhere that you haven’t explored before, or use a different route than one you normally take. You could do one per day for the 36 days or do a hike for 36 minutes each day!

**Stair Challenge**
Can you go up and down the stairs at your home or somewhere outside 36 times? Take a break and try it again. Try walking on each step. Try skipping steps. Which way do you like better? Which way is harder?

**Simon/Simone Says**
Play an exercise version of Simon Says. Choose exercises from the exercise list and take turns being Simon or Simone.

**Balancing Act**
Find different things to balance on for 36 seconds either inside or outside your home. Start easy and gradually make it harder. Start on level ground, add a cushion or pillow, try standing on sand or grass on 1 foot, eyes open first, then try eyes closed. Make it a challenge! See how long you can balance. Try it with a buddy and see who can balance the longest.

**Mindfulness Walk**
Take a silent walk (no talking) in your neighborhood or a park. Notice the sounds, smells, different trees, flowers, etc. Can you walk without saying a word for 36 minutes?
**Scavenger Hunt**

Make this an ongoing activity throughout the summer as you walk, jog or bike around. Try to check off all these things from your list by the end of the summer. You can make up your own list with friends and family or use some of these ideas: Find a pink flower, tall tree, bicycle on a rack, black cat, yellow car, purple house, street sign with the number 36, stop sign, bird, ladybug, fire hydrant, fire station, brick wall, bus stop, a garage sale sign, monkey bars, tiny dog, daddy long leg spider, or random acts of kindness, like someone holding the door open for someone.

**Circuit Training**

Choose 5 exercises from the exercise list. Do the first one 7 to 10 times (except for cardio - do 36 seconds). Take a 10-second break then move on to the next exercise and do it 7 to 10 times. Go through all 5 exercises in this way, then take a 2- to 3-minute break. Go through the set of 5 exercises again, repeating the entire set 2 or 3 times.

**Frisbee Games**

With a frisbee or ball in hand, head outside for some fun. Be creative! If you’re with a friend or family member, try throwing the frisbee or ball back and forth out of reach so you both really have to run for it 36 times. Or if you’re playing by yourself, find a target and try to make it land there, then run to pick it up and do it over and over again.

**Bean Bag Toss**

Use a bean bag or make one with a sock filled with rice or beans tied off at the end. Set up 36 different targets using buckets or make your own on the sidewalk with sidewalk chalk. Throw a bean bag to each target then run to collect them and toss them back to your starting spot. Each time you go to collect them, try a different way to collect them like skipping, bear walks, or lunges.

**Jump Rope Challenge**

Can you jump rope 36 times without missing? Try one foot, then the other. Is one side harder than the other? Try it with a friend and see who can jump the longest. Come up with different ways to jump, like crossing your feet or jumping like a frog.

**Sprinkler Fun**

On a sunny day, cool off and get a little exercise in the water. Turn on the sprinkler and dash in and out of the water with family or friends. Try different options, like going around the edges to see how close you can get without getting wet or going straight through the middle.
Indoor Obstacle Course
Use items you have inside your home to create different stations throughout your home or a room. Here are some ideas to get you started: use chairs and sheets to create a tunnel to crawl through, use pillows in a line to create lumps to jump over, use a long string or jump rope to walk carefully along, toss a bean bag or softball into a laundry basket, balance on one foot with a bean bag or small stuffed animal on your head, do 36 jumping jacks then jog in place for 36 seconds or do a downward dog pose. Do them in any order you like. Repeat it or change it up a little and do it again.

Outdoor Obstacle Course
Create an obstacle course outside with items you and your friends can round up. Here are some ideas to get you started: Use a jump rope or long flat board to walk across, stand on one foot while balancing a bean bag on your head for 36 seconds, crawl under a table or bench, lay a broom over 2 chairs to crawl under, cut out the bottom of a box and crawl through the empty box, use chalk to draw 5 dots spread out on the ground to jump to and from, mark a spot with an object and do 36 jumping jacks, jump over a pool noodle or over upside-down buckets, toss bean bags into a bucket, run through a sprinkler, walk backward 10 steps or set up cones or other markers to weave in and out between. Repeat as many times as you like or change it up a bit each time.

Playground Obstacle Course
Create an obstacle course using playground equipment. Here are some ideas: Swing back and forth on a swing 36 times, then run and climb a ladder, go down a slide and cross the monkey bars. Time with each other. Take turns making up your obstacle course.

Field Day Fun
Gather up your friends or family and head to a park or area with lots of space and make your own field day. Include things like a sprint dash, use pillowcases and do a potato sack race, join your buddy for a three-legged race or walk while holding a ball wedged between your hips with a partner.

Take Your Dog (or Someone Else’s) for a Walk
Take a nice walk with your dog for 36 minutes. If you don’t have a dog but have a neighbor that may need their dog for a walk, offer to help while you (and the dog) get some exercise.

Hide and Seek Tag
Play hide and seek with some buddies but when the seeker finds the first person hiding, the hider yells “everybody run” and the seeker tries to tag everyone else. (The hider can’t be tagged for 10 seconds to let them get away.) The person that gets tagged becomes the next seeker.
**Stretch Break**
Take time to connect with your body through some gentle stretches. (See the stretches in Yoga Time for ideas). Before you begin, do a light cardio warm-up for a couple of minutes, like jumping jacks, marching, or running in place. Try holding each stretch for 20 seconds to start with. Repeat the stretches and hold them for longer if you can.

**Stretch Shapes**
Stretch and move as you make your body into different shapes. Try shaping your body into letters of the alphabet, different shapes, like a star, triangle or square, or different objects like a tree, mountain, or bridge. Have fun thinking up shapes to try on your own or with a buddy.

**Beach or Pool Time**
Find a local pool or lifeguard-supervised beach and spend some time in the water. Make sure you have a grown-up with each kid and follow swimming rules and participate in the water at your level of experience. Wear life jackets if needed and follow safety rules. Can you swim 36 laps? Can you jog in place in the water for 36 seconds? Play tag in the water.

**Animal Action**
Write down a list of different animals on separate pieces of paper or notecards. Put them face down in a stack or place them in a bag you cannot see through. With a buddy or on your own, select a card and then become that animal; move like that animal moves, slow or fast, on all fours, on your belly. Feel free to make the noises they make for added fun as well.

**Alphabet Game**
Using the exercise list, assign each exercise a letter. Spell out your name doing the exercises that match the letters in your name. Make it a game with friends by writing different words on separate pieces of paper. Take turns choosing a word and doing the exercises to match the letters.

**Sidewalk Chalk**
Create an obstacle course with chalk. Make several stations by using chalk to write different activities on the ground. Here are some ideas: spin around, touch your toes, jump in place, draw a squiggly line to follow, jump on one foot to 5 different spots, jump over 3 lines, skip along a straight line, jump as far as you can forward. Then try it different ways- reverse order, going backward, as fast as you can, and as slow as you can.

**Bike Ride**
Find a bike route or ride around the neighborhood. Try going around the block 36 times or riding for 36 minutes.
The Floor Is Lava
Head to a playground or set up obstacles on the floor at home and try not to touch the lava (ground). Make sure you follow playground (and home) safety rules.

Animal Walks
Channel your inner animal by doing crab walks, bear walks, frog jumps, or leapfrogs!

Exercises
Do any of the following exercises to get test your body’s endurance:
Plank pose. Push-up, Sit-ups, Balance up on toes. Calf raises/heel raises, Side plank, Squats, Forward lunges, Wall sit for 30 seconds, Arm circles, High jump, Bicycle ab exercises, March in place, Side hops, Side-lying leg lift, Single leg hops, Star jumps, Supermans/(Superboy or Supergirl), Tricep dips, Bridge pose, Tiptoe walk, Wall push-ups, Jumping jacks, High-knee running in place, Jump rope (pretend to jump rope if you don’t have one), Balance on 1 foot for 30 seconds.

Yoga Time
Test your flexibility while keeping your muscles moving with these simple moves:
Downward dog, Upward dog or cobra stretch, Child pose, Hamstring stretch, Quad stretch, Toe touch, Pike sit, Wide-leg straddle, Arm across body shoulder stretch, Bent leg twist laying on back, Butterfly stretch, Calf stretch, Standing crossover toe touch, Side stretch, Overhead reach
MARK MY MOVES!

Track what you did to reach your 36 hours, or 36 miles over the course of these 36 days!

To earn Activity Points, post a photo of your progress on this calendar to social media using #sfcmoveforthemuseum or email us at: moveforthemuseum@santafechildrensmuseum.org

JULY & AUGUST

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BECOME A MOVE FOR THE MUSEUM CHAMPION

Overall Awards

Participating in the Move for the Museum Challenge makes you eligible for fun awards and prizes! From how you move to your fundraising, we want to celebrate your efforts!

Prizes

- Rounds of Golf (4) at Santa Fe Country Club
- Weekend Stay at Four Seasons Resort Rancho Encantado Santa Fe
- Paddleboard/Ski Rental from Saltary Outdoor by Ski Tech
- Kid’s Mountain Bike
- New Skateboard
  + SO MUCH MORE!

Highest Fundraising

- Team
- Individual
- School

Top Leaders

Recruiting

- Team
- Individual

  Based on additional participants/donors recruited

  10 points = Each referred completed registration

Social Media

- Team
- Individual

  Based on engagement on Instagram & Twitter

  10 points = Each photo/tweet posted
  20 points = Video posted or linked

Activities

- Team
- Individual

  Based on digitally tracked progress on fundraising page or by sending tracking sheet

  2 points = Every time you log your daily moves

Must use #sfcmoveforthemuseum

Challenge Categories

- MOST CREATIVE MOVEMENT: Team * Individual
- BEST OUTFIT/COSTUME: Team * Individual
### Supporters Summary

**Pledge Page**

Use this sheet as a **participant** to help organize all of your in-person donations or to **support a team**!

#### PARTICIPANT INFORMATION

(if applicable)

- **Name**
- **Phone**

- **Address**

- **City**
- **State**
- **Zip**

**OR**

**DONATE DIRECTLY TO A TEAM:**

- **Team Name**

#### DONOR INFORMATION

- **Name**
- **Address**
- **City/State/Zip**
- **Phone #**
- **Amount $**

---

You may turn this page/mail all donations into:  
Santa Fe Children’s Museum | Monday-Friday 8 am – 5 pm

All checks payable to:  
Santa Fe Children’s Museum

1050 Old Pecos Trail, Santa Fe, NM 87501

(505) 989-8359 | children@santafechildrensmuseum.org | santafechildrensmuseum.org
CONCATS

FOR INFORMATION ON SPONSORSHIP

Michaelann Perea
505.429.0312 | michaelannperea@gmc-inc.com

Hannah Hausman
954.303.4028 | hhausman@santafechildrensmuseum.org

MOVE FOR THE MUSEUM COMMITTEE

CO-CHAIRS:
Sharon Woods, Jessica Perea, and Melanie Maxon

Michaelann Perea, Donna Ralph, Olivia Sloan
Board President, Caitlin Brodsky
Acting Executive Director, Hannah Hausman

Santa Fe Children’s Museum
1050 Old Santa Fe Trail, Santa Fe, NM 87501

santafechildrensmuseum.org
moveforthemuseum@santafechildrensmuseum.org

The Santa Fe Children’s Museum is a 501(c)(3) and all donations made are tax deductible as allowed by law.

**Updated 6/11/21**