



Bring a Lunch, Play a Bunch

A healthy living, physical activity campaign to support physical activity and play in low income schools.

Did you know that you could provide recess for a child for an entire year for less than it cost you to buy lunch for 2 weeks?

Getting involved is Easy!

Here are instructions for how to participate:

Register. You can register as an individual or as a company by contacting Sommer Brock, Development Manager at 313-879-4934 or by email at sbrock@playworks.org. You can also register online by visiting www.playworks.org.

If you register as a company, secure participants from May 1st until May 15th, and collect donations from all participants by May 22nd.

A representative from Playworks will contact you on May 28th to find out how many lunch bags you will need and deliver them to your organization. If you are an individual, your lunch bag will be mailed to you.

Distribute lunch bags to your employees from May 31st until June 3rd.

Bring your lunch to work in your lunch bag on June 4th and join us for Recess Day with the Mayor at 11:30AM at Campus Martius Park!



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Helpful Tips to Recruit Participants

Form a Bring a Lunch Play a Bunch committee and enlist colleagues to help spread the word and register participants.

Put up posters in high traffic areas (i.e. cafeterias, lobbies, near elevators).

Hold a Bring a Lunch, Play a Bunch Kick-Off Party for employees.

Ask senior management to write a personal appeal encouraging staff participation—you may need to draft that for them.

Communicate via email and social media (Facebook, Twitter, etc.) and follow up with your co-workers about participating.

Start recruiting participants early.

Establish a fundraising goal and communicate that goal to your employees and co-workers. If your goal is \$1,000 and you have 100 employees, communicate that you expect each person to donate \$10.

Post a fundraising thermometer in a high traffic area to keep track of the number of participants.

Keep in touch with participants, send email reminders to everyone, and last but not least, say thank you!