

A red line border surrounds the page, with red footprint icons at the corners and midpoints of the sides.

# Mileage Club

**MANUAL**

**Fitness Finders.**

# Welcome!

**You've taken the first step toward conducting a successful Mileage Club.**

The content of this Manual will walk you through the set up and operation of Mileage Club in your school or community. You'll be a pro in no time at all, and your kids will experience the excitement of being part of a nationwide fitness revolution. We're excited to have you join the Mileage Club team.

**Mileage Club** is an incentive-based program designed to:

- promote fitness and fight childhood obesity
- increase learning readiness
- reduce playground behavioral issues

**30+**  
Years of  
Run Club  
Experience

## Here's the Basic Mileage Club Breakdown:

- 1** Kids run, jog, or walk on a course during recess, before or after school, during physical education - or whenever you can fit it in.
- 2** Every lap a child completes is counted using one of our lap-counting options: Mileage Marker Cards, Tally Sticks, or EZ Scan.
- 3** Progress is tracked and Toe Tokens are awarded.

## It's that simple!

Obviously, there are several steps that you, as a leader, will need to take to set things up. But that's what this manual is all about.

The following pages present the simplest approach to set up and run a Mileage Club. Each facility is unique, but Mileage Club is designed to be flexible, easily stretching and adapting to accommodate a variety of parameters. As you read through the materials, feel free to tailor the program to suit your specific circumstances and needs.

Ready to take the next step? We assure you it will be a rewarding walk. You'll see joy (and sweat) on the faces of your students, hear kids excitedly share the number of laps they've accomplished, and see lives being changed. **How exciting!**

# Quick Start

Getting ready to run!

## Two Weeks Prior to Start

- ✓ Read through all material - in print or online ([mileageclubprogram.com](http://mileageclubprogram.com))!
- ✓ Familiarize yourself with the Tools of the Track. (p. 4)
- ✓ Recruit your Winning Team. (p. 5)
- ✓ Complete these **three** important steps to prepare for your program:



- 1 Design your course (p.6)
- 2 Create your reward system (p.7)
- 3 Set up EZ Tally™ /EZ Scan® (p.8-9)

## One Week Prior to Start

- ✓ Distribute information to all involved personnel.
- ✓ Introduce Mileage Club to students - and get them excited.
- ✓ Send the Parent Letter home (optional).
- ✓ Display the Mileage Club poster in a prominent place.

## First Day of Mileage Club®

- ✓ Tie the shoelaces on your Mileage Club poster.
- ✓ Head out to assist your volunteers and cheer on the kids.



The poster serves as a signpost: If the laces on the poster are tied, then Mileage Club is open. If they're untied, then Mileage Club is closed.

Find  
Teacher and Parent  
Letters online at  
[www.mileageclub  
program.com](http://www.mileageclubprogram.com)

# Tools of the Track

No hammers or wrenches needed for Mileage Club®, but you will use the following:



## Mileage Marker™ Cards, Tally Sticks™, or EZ Scan®

Each of our three great methods of recording laps provides you with an accurate count of student mileage.



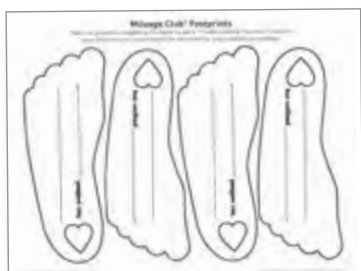
## Toe Tokens®

Unique, collectible awards kids love. We suggest awarding a Toe Token for every 5 miles completed.



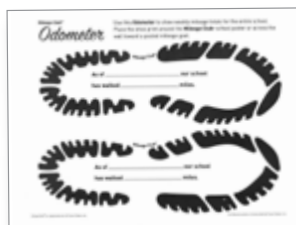
## Mileage Club® Poster

Use this colorful poster to inform and excite students.



## Footprints

Kids get to complete (& decorate!) a Footprint for every 10 miles, then display them on their desk, a wall, or a bulletin board.



## Odometer

Let students know how far they've traveled as a group. Each week write the total mileage for your school on an Odometer and post it by the Mileage Club Poster.



## Mileage Club® Border

Create a professional and fun bulletin board with this Mileage Club border.



## Mileage Club® Certificate

Acknowledge milestones with a personalized certificate. Print certificates automatically with EZ Tally or complete them by hand.



## EZ Tally™

Our online database stores and organizes student mileage and keeps track of awards earned. EZ Tally is included with each Mileage Club® purchase.



## Chains and LaceLink™ Lanyards (sold separately)

Kids love to display their Toe Tokens. Decorative chains or LaceLink Lanyards are a fun and safe way for kids to celebrate their awards.



# *A Winning Team*

A successful Mileage Club® program depends a lot on the people involved. Include folks who are good with kids and who believe in your program's goals. Listed below are possible members of a winning Mileage Club® team.

## **Coordinator**

This role is crucial to the success of the program. A coordinator with infectious enthusiasm is the best tool for ensuring success, but strong administrative skills and a head for planning are also great assets. The coordinator usually sets up the course, recruits volunteers, and helps create student buy-in. Heading up the program is a big responsibility, but smart planning and delegation make all the difference.

## **Volunteers**

Sometimes Mileage Club® sessions involve volunteers who provide supervision and help count laps. These volunteers may be parents, school personnel, community members, etc. Volunteers play a vital role, as their smiles and encouraging words enhance the experience and enjoyment for the kids.

## **Teachers**

Ideally, teachers encourage and support their class of kids. The specific responsibilities of the teacher depend on how the program is conducted at your facility. If using Mileage Marker™ Cards, teachers often provide students with the cards, then help store them.

If using Tally Sticks™, teachers may need to record totals each day. If using EZ Scan®, teachers help students store their QR codes. Best of all, teachers often get the fun job of awarding students their Toe Tokens®.

## **Participants**

Mileage Club® is designed for kids in grades K-6 but is also successful with middle schoolers. Some participants fly around the course, while others prefer to walk at a leisurely pace; some enjoy the challenge of racking up lots of miles, while others like the social aspect of Mileage Club. The good news—Mileage Club is flexible enough to appeal to them all.

# STEP 1

## Design Your Course

**Helpful hints and suggestions.** The actual layout of your Mileage Club course will depend on your available facilities.

Get  
Creative in  
Your Course  
Design!

### Mileage Club® works successfully in a variety of settings:

- ✓ Loop around the playground
- ✓ Path winding among obstacles
- ✓ Outdoor track
- ✓ Sidewalks around a city block
- ✓ Lanes on blocked-off streets
- ✓ Unused parking lot
- ✓ Walking paths or nature trails
- ✓ Indoor hallways/indoor track

### Course Length

- ✓ A course may be any length, but it's important when designing it to consider a number of different factors. A short course with a lot of students may result in runners standing in line. If a course is too long, it may be difficult to see students as they run, and the distance could be intimidating.
- ✓ If possible, a course of 4-8 laps per mile is best.
- ✓ **NOTE: Mileage Marker™ Cards** have 20 little feet on them – perfect for tracking 5 miles on a ¼-mile course. If your course is shorter than ¼ mile, use the five toes to add extra punches. For a longer course, just use less punches (for example, if 3 laps per mile, only 15 punches are used to reach 5 miles).

### Measure the Course

- ✓ Borrow a measuring wheel from your athletic department.
- ✓ Use GPS or a smartphone app.
- ✓ Pace off the distance.

| MILE     | FEET  | PACES* |
|----------|-------|--------|
| 1/4 mile | 1,320 | 587    |
| 1/5 mile | 1,056 | 469    |
| 1/6 mile | 880   | 391    |

\* Based on 30 inch pace

### Mileage Club® Tips

- ✓ Mark the course with spray paint or traffic cones for the first week.
- ✓ Design the course to go around immovable objects (to cut down on shortcuts).
- ✓ Keep the course away from potential safety hazards - swing sets and athletic fields.

### EZ Tally® Tip

- ✓ When entering your course(s) in EZ Tally® (yes, you may have more than one course), go to Edit My School > Courses. Name the course and enter the number of miles per card or laps per mile. For EZ Scan® users, "Scan Delay" is the time between scans for the same individual. This keeps students from scanning multiple times for each lap.

# Create Your Reward System

## STEP 2

Incentives create excitement and motivate kids toward goals. That's why **Toe Tokens**<sup>®</sup>, the #1 run club award, are a big part of Mileage Club<sup>®</sup>.

We suggest awarding a Toe Token<sup>®</sup> every 5 miles, but Mileage Club<sup>®</sup> is designed for you to create your own "token economy" – when you want to present awards. When doing so, consider these questions:

### How often will Mileage Club<sup>®</sup> participants earn awards?

The ultimate goal of Mileage Club<sup>®</sup> is to improve kids' fitness by providing fun physical activity. Earning Toe Tokens<sup>®</sup> is a part of that fun, which means the reward thresholds need to be attainable - yet also a challenge to acquire. Our 5-mile Toe Token<sup>®</sup> recommendation is a great place to start. You'll be surprised how far kids can go when they are given the right motivation.

### Should we have different tokens for different achievement levels?

You may, but it's not required. Most programs allow students to simply select any color Toe Token<sup>®</sup> from a bag of mixed tokens.

However, some coordinators implement a system in which each successive achievement earns the participant a different award. For example, standard Toe Tokens<sup>®</sup> come in 11 colors, so a different color designates each level. (5 miles = yellow; 10 miles = orange, 15 miles = green, etc.)

- IDEAS:**
- 1 Use micro rewards in between large rewards, such as a 'Tween Toe™' at two miles.
  - 2 Include special "milestone" awards (Marathon Medal = 26.2 miles).

**Looking for more ideas?** Visit [www.fitnessfinders.net](http://www.fitnessfinders.net) to check out our huge selection of Toe Tokens<sup>®</sup> and other Mileage Club<sup>®</sup>-related awards.

### Should we use different criteria for different age groups?

If the ages of your Mileage Club<sup>®</sup> kids span a broad range, consider rewarding achievements differently. A lower reward threshold for the younger kids might help them realize how fun it is to reach the goals.

### EZ Tally<sup>®</sup> Tip

Create a customized award system in EZ Tally<sup>®</sup>. Go to 'Edit My School' > 'Awards.' Enter all the awards students may earn in Mileage Club. Next, click on the 'Award Levels' tab. Enter the mileage levels you have decided to award. Finally, use 'Select Award' to assign the awards you entered to specific mileage levels.

More token economy info at [TOKENSWORK.COM](http://TOKENSWORK.COM)





# and EZ Scan®

## Upgrade?

If you would like to upgrade from Mileage Marker™ Cards or Tally Sticks™ to EZ Scan®, please give us a call at 800-789-9255.

## ezSCAN® – THE BEST APP FOR TRACKING LAPS By Fitness Finders.

If you purchased a Mileage Club® with EZ Scan Package, you have the ease of counting and recording laps with technology. The EZ Scan app on a smartphone or tablet is all you need for scanning.

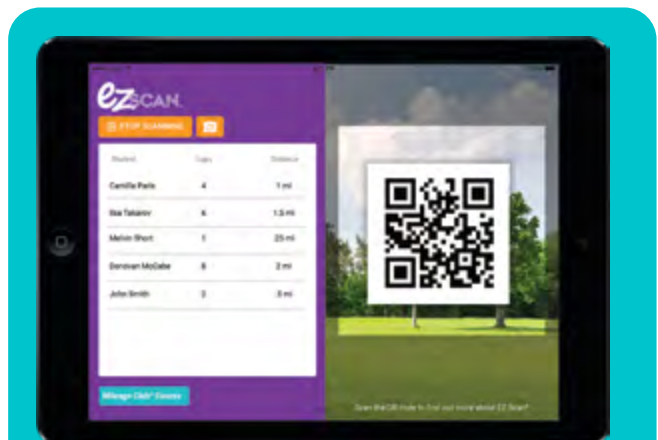
With EZ Scan, students scan their QR code as they run. At the end of a session, press the Sync button to send the data to your EZ Tally database – and you're done. There is no manual entry of laps required!



### Set Up and Use EZ Scan

- Create your EZ Tally database.  
(A link and activation code were sent to the email address provided when your Mileage Club Package was purchased. Click on the link, enter the activation code, and follow the steps.)
- Print a QR code for each student.
- Download the EZ Scan 2 app on smartphones or tablets.
- Scan student QR codes with each completed lap.
- Press Sync and all the lap data goes to the EZ Tally database.

For more information on EZ Scan scanning, please refer to the “**Scanning with EZ Scan**” reference sheet included in your package. (Only provided in Mileage Club with EZ Scan Package.)



### EZ Scan Features:

- Works with up to 1,500 kids
- Multiple scanning devices may be used
- Print unlimited QR codes
- Knowledgeable tech support
- Encouraging, fun phrases with every scan (optional)



EZ Scan + Timing is available for those who desire a super EZ way to time laps. Just line the students up, press start, and the scanning device becomes the timer. Provides splits and total time. Teachers love it!

# Fun Events & Challenges

Mileage Club® Leaders find it enjoyable to periodically introduce new events or challenges. Check out our suggestions below, or look at the ideas in,

[\*Fun & Fitness: The Mileage Club® Way.\*](#)

**Travel the World** – Estimate the mileage you think your group will cover. “Travel” to a location that far away. Plot your weekly progress on an actual map.

**Backward Day** – Have participants run the course in the opposite direction that they usually do. (For safety reasons, remind them not to actually run backwards!)

**Captain’s Log** – Have an administrator or school principal record their own mileage on their office door. Students try to match that output over the course of a day, week, or month.

**Celebrity Event** – Arrange for the mayor, police chief, or other local dignitaries to participate in Mileage Club® for the day. Invite them to share about their position or occupation beforehand.

**Challenge Series®** – Monthly fun runs with cool themes and coordinated awards. Check out our Challenge Series for ready-to-run Fun Runs every month. For example, host a Pumpkin Run with our fun decorating ideas and activities. Then, reward participants with a Pumpkin charm.

← **Host a Fun Run each month of the school year.**  
Go online to see more!  
[Challengeseriesprogram.com](http://Challengeseriesprogram.com)

**Costume Party** – Rent a popular character costume for an adult to wear. Encourage kids dress up to fit the theme, too. They’ll love completing laps in character!

**Guesstimation** – Runners guess how long it will take them to complete one or more laps, and volunteers time them. The runner closest to their estimate is the guesstimation ace!

**Generations Unite** – Invite senior citizens to participate in Mileage Club. Give them the opportunity to tell about their life experiences.

**Have a Ball** – Kids carry, dribble, or toss a ball while on the course.

**Marathon** – Challenge your runners to rack up 26.2 miles—the distance of a marathon—in a challenging but reasonable time frame.

**Parent Parade** – Encourage parents to participate in Mileage Club with their children for a day. Be ready for the stroller brigade!

**Race with the Sled Dogs™** – Students pace with the mushers as they join the sled dogs on this ultimate Alaskan adventure.



**Teacher Challenge** – Offer a prize to the teacher who tallies the most miles on the course while accompanied by a child runner.

# FAQs

Answers to  
your  
Mileage Club®  
questions!



## What level of participation is normal?

Each group of children is unique, but we find that 50% participation is a reasonable expectation. Some groups have 100% participation; other groups may have 20%. Many factors come into play, so just do your best.

## How many days per week should Mileage Club® be available?

Organizations host Mileage Club events from one to five days per week. Important factors in your decision include how often you have inclement weather, the availability of volunteers, and whether Mileage Club participants have daily physical education. We recommend at least 3 days per week if possible.

## How long should a Mileage Club® season last?

We recommend somewhere between 6 to 12 weeks. However, some groups have two Mileage Club seasons each year - one in the fall and one in the spring - and others continue year round. We always suggest that you start small and add to it as you gain experience and confidence.

## Should I require participants to sign waivers?

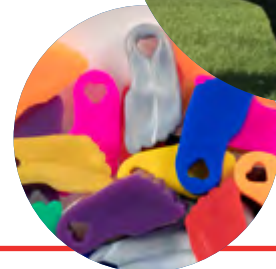
If your Mileage Club events take place on school premises during the school day, you should be protected from liability provided appropriate safety measures are in place. Mileage Club is usually safer than regular recess. However, it is always best to check with those in your governing organization.

## Should Mileage Club® be a required activity?

The goal of the program is to improve kids' fitness levels by showing them that exercise doesn't have to be a chore. Mandating attendance could land Mileage Club in the "chore" category for some kids. If you give them the chance to try it on their own terms, they're more likely to enjoy it.

## Should kids run immediately after eating?

Many schools conduct Mileage Club during the recess that follows lunch. In most cases, students do not have any problem with this arrangement. However, some schools have found it to be beneficial to flip the schedule and have recess before lunch. Either schedule is fine for most kids, so it primarily depends on what works best for your school.





## *Thank You!*

Fitness Finders, Inc. sincerely thanks you for providing Mileage Club® to the youth in your community. We appreciate all you're doing to Shape America's Future® by encouraging the next generation to form positive habits and embrace healthy activity. It's an absolute pleasure to have you in the Fitness Finders® family! We hope to continue partnering with you to improve and maintain the health, fitness, and well-being of the young people in your care.

**Don't forget about EZ Tally®  
for all your recording needs!**

Below are but a few of the amazing Mileage Club® online resources available to you with purchase:

- Benefits of Mileage Club
- Mileage Club Manual
- Metric Conversions
- Mileage Club Letterhead
- Printable Card Files
- Sample Parent and Teacher Letters



## **Join the Mileage Club® Community**

Find us on social media to connect, share, & learn from other run club leaders across the continent.

# **Fitness Finders.**

**fitnessfinders.net ● 800-789-9255 ● Fax: 866-928-8595**