

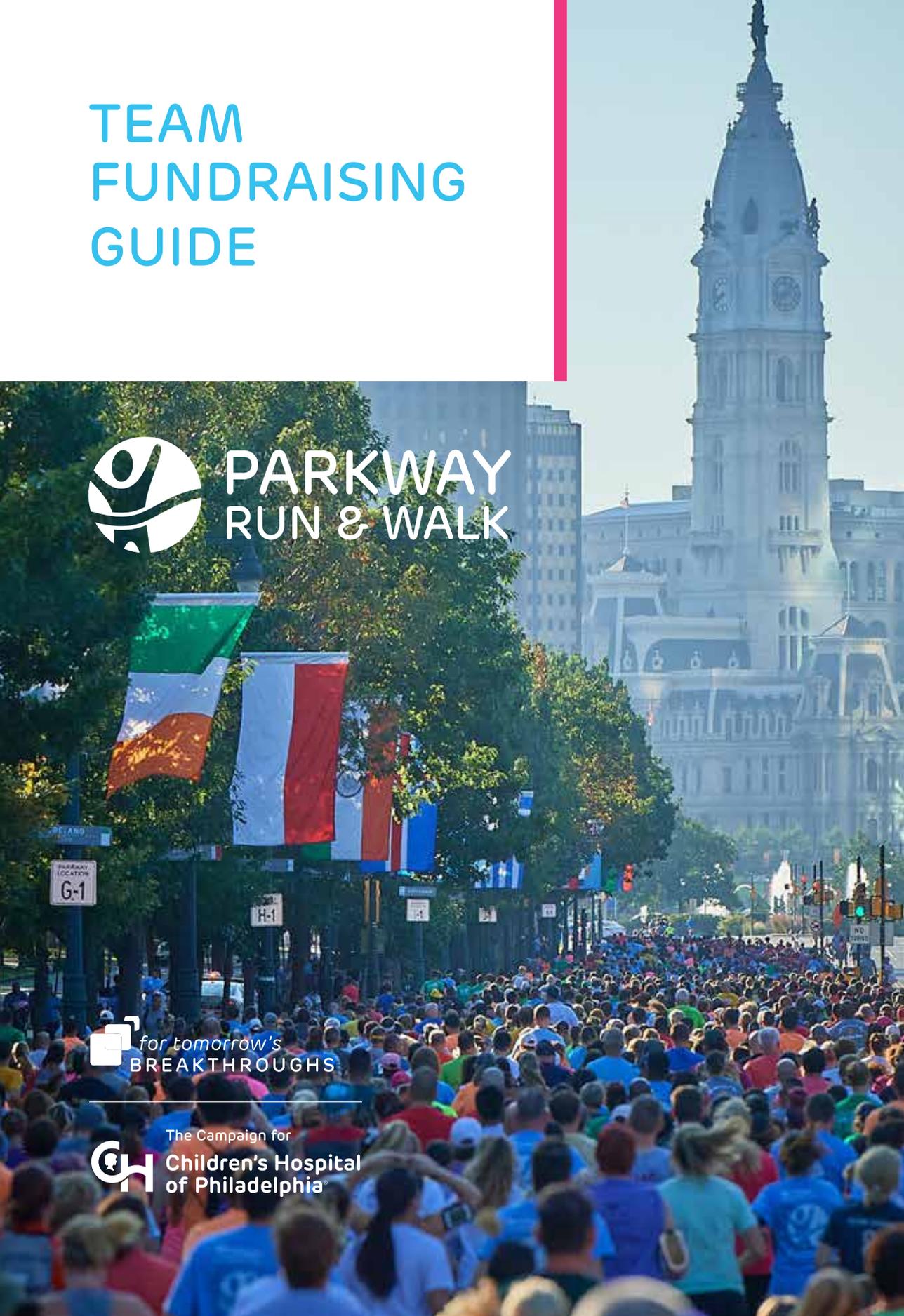
TEAM FUNDRAISING GUIDE



PARKWAY RUN & WALK

 *for tomorrow's*
BREAKTHROUGHS

 The Campaign for
Children's Hospital
of Philadelphia



TEAM CAPTAIN CHECKLIST

REGISTER YOUR TEAM

Thank you for registering and joining us at the Parkway Run & Walk!

PERSONALIZE YOUR PAGES

Log in to your fundraising dashboard and tell your story about WHY you are participating in the Parkway Run & Walk. You can even upload photos to share on your personal and team pages. Statistics show that the more personalized your fundraising page is, the more donations you will receive.

RECRUIT YOUR TEAM

Start recruiting your team right away! Send your team page link to your friends and family, encouraging them to join you. When you work as a team, it's much easier to achieve your goal!

START FUNDRAISING

It's never too early to start fundraising! Tell everyone you are participating in the Parkway Run & Walk and why.



PERSONALIZE YOUR PAGE

Personal stories help show people why Children’s Hospital of Philadelphia and the Parkway Run & Walk are important to you. As team captain, you can tell your team’s story on your team fundraising page and share your personal story on your personal fundraising page. You can also adapt your story for any emails/letters you send to your network asking for donations. As you write, keep in mind:

- Balance fact with feeling. Share your or your loved one’s experience with pediatric cancer. Emphasize personal details and speak from the heart, but also include details about the event and remind them to ask if their employer offers matching gifts.
- Include a picture of your loved one.
- Share your team’s fundraising goal.

THE FUNDRAISING DASHBOARD

Each member of your team can log into parkwayrun.org and view his or her fundraising dashboard. Each member can click “Account Login” in the upper right, and enter their email address and password.

In the Dashboard, you will find a number of tools:

- Personalize your page
- View your donations received
- Send thank-you emails to your supporters
- Send fundraising/recruitment emails to your network that take them directly to your personal page
- Register additional family members
- Add an offline (check or cash) donation so it reflects on your fundraising page
- Add a matching gift pledge so it reflects on your fundraising page
- Download fundraising resources (offline donation form, customizable flyers, etc.)

As a team captain, you can click on the “Your Team Fundraising” tab and find the same information about your entire team, as well as some additional tools:

- Personalize your team page
- Recruit team members
- Send a message to your team members

PERSONAL STORY EXAMPLE

Here is one family's story, written to raise money for the Parkway Run:

Dear Friends,

When our daughter Hailey was diagnosed with acute lymphoblastic leukemia, it was initially a whirlwind of emotions, ranging from guilt to fear to anger. How could our perfect little 2-year-old have cancer? It just didn't make sense. I had so many questions. But, thankfully, we all knew Hailey was in the BEST hands possible at CHOP.

During Hailey's treatment at CHOP, no question was too silly. The oncologists and nurses would sit with us for as long as we needed to explain every chemotherapy that Hailey was taking and the drug's possible side effects. I never felt a step behind — I always felt comfortable and trusted everyone we met.

Hailey had great days and some days that were not so good, but through it all we had the support of family and friends and the staff at CHOP. I can honestly say that you grow to consider the nurses and oncologists part of your family. They treat your children like their own.

Today, Hailey is a happy, funny and DRAMATIC 5-year-old who starts kindergarten in September! She loves to swim and play with her sister, and she just started taking horseback-riding lessons. She does all the things that 5-year-olds do — except when she does them I can't help but be so thankful to CHOP and all of the research that was done to keep my daughter alive.

It was pediatric cancer research that helped save my daughter's life, so our family will once again take part in the Parkway Run & Walk — and I'm asking you to participate as well. Can I count on your support? Give a little — give a lot. What's important is that you do something to help little boys and girls like Hailey by supporting the Parkway Run & Walk.

Thank you for your support.

Missy Tamagno
Hailey's Mother

RECRUIT YOUR TEAM

Once you have personalized your personal and team pages, it's time to start recruiting your team. The larger your team is from the start, the more money you will raise!

START BY GATHERING NAMES FROM YOUR:

Email addresses/address book • Holiday card lists • Social networking sites

THINK ABOUT:

People you see every day • People from your past • Businesses you frequent

SOME IDEAS:

- Your relatives
- Your lawyer
- Your child's pediatrician
- Friends from your old job
- Your son's or daughter's scout leader
- People from your lodge or club
- Friends from school or college
- Your florist
- People who sell you clothing
- Members of your hobby group
- Your babysitter
- Your painter/decorator
- Friends from your old neighborhood
- Your insurance agent
- Your next-door neighbor
- Your car salesperson
- Your CPA
- Your travel agent
- People you know through your spouse
- Close family friends
- Business contacts
- People you know through your children
- Friends from your present job
- Your dry cleaner
- People who sell you groceries
- Members of your sports team
- Your letter carrier
- Your plumber
- Members of your church or synagogue
- Your children's principal
- Your veterinarian
- Your landlord
- Your best lunch date
- Your wedding attendants
- Your car repair person
- Your hairdresser or barber

Assemble a master list of people to approach, including their email addresses. If you plan to send solicitations by mail, collect their mailing addresses as well.

START FUNDRAISING

As the team captain, you set an overall fundraising goal for your team as a marker to measure your success. Think about how many participants your team will have. In the past, Parkway Run & Walk teams have had anywhere from five to 100 members.

Next, think about a target goal for each member. On average, participants raise \$25 to \$50 each, but many raise hundreds or even thousands more.

Think \$100 is too much? Here are five simple steps you can share with your team:

HOW TO RAISE \$100 IN FIVE DAYS

DAY	TOTAL
1. Create your fundraising page and make your own \$10 donation.....	\$10
2. Ask three friends for \$10	\$40
3. Ask two co-workers for \$10	\$60
4. Ask two neighbors for \$10	\$80
5. Ask two relatives for \$10	\$100



For more information about
the Parkway Run & Walk,
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