



# Team Captain Toolkit

Thank you for you and your family's generous support of **Miracle Walk**, an annual walk-a-thon benefiting the Neonatal Intensive Care Unit (NICU) at Saint Barnabas Medical Center. Miracle Walk supports our state-of-the-art NICU in which the very best and most compassionate care is provided to more than 1,000 babies cared for annually. Miracle Walk has raised more than \$5.5 million dollars for the NICU over the past 16 years. You will prove to be an integral part of Miracle Walk, and we hope you are as excited as we are for this year's Walk!

Your commitment as Team Captain is the first step to ensuring the success of Miracle Walk. This kit is designed to provide you with the tools to make your team's experience fun, successful and rewarding. A Team Captain's role is to motivate and encourage others to join their team and promote Miracle Walk, whether it's with co-workers, friends, neighbors or family. The Team Captain kit will walk you through the steps of forming and recruiting your team, ramping up your fundraising efforts and enjoying your day at Miracle Walk.

We want to arm you with a few tools as well so you will also find fundraising tips to share with your team members and sample emails! Learn about some of the fun challenges we are introducing this year and how your team can be immortalized on the Miracle Walk Hall of Fame!

Take the first step today and read on!



**Every step you take helps other miracle babies take their steps.**



## FORM YOUR TEAM (JUN/JUL)

*You can raise important funds that will impact the work of our physicians and nurses at Saint Barnabas Medical Center. Every dollar you raise helps save and improve the life of a child. After you register, it's time to recruit your team and start fundraising. Here are some tips to get you started:*

- **Set Goals:** Decide how much money you want to raise. You have to know what you are working towards in order to reach it, so set that goal and share it!
- **Select a Team Captain and Team Name:** The captain must register first and create the team before members can join.
- **Build Your Team:** Set a recruitment goal for the number of people you will recruit. Invite friends, coworkers, neighbors and family to join you! Email, Facebook or tweet everyone you know and invite them to walk and/or fundraise with you.
- **Customize your Team Page:** After you register, log in to your Participants Center to add a photo of your miracle baby or team, announce your fundraising goal and tell everyone why you are walking for miracles. Eblast it out to your entire address book!
- **Display event materials,** such as brochures and posters, around your office, campus, cafeterias, break rooms, gyms, and other high-traffic areas. Include your name and contact information so people can easily get involved. (contact us at [miraclewalk.com](http://miraclewalk.com) to request posters).
- **Host a kickoff party.** Organize a pasta / pizza dinner or luncheon at your home. Stage a group fundraising effort such as a team car wash or bake sale. Talk to your employer about Miracle Walk and how they can get involved, such as a dress down day. This allows more people to feel involved and support Miracle Walk even if they cannot make the walk.



## RAMP UP YOUR RECRUITING AND FUNDRAISING EFFORTS (AUG/SEP)

*Every dollar you raise brings a miracle baby closer to their first steps. And when you walk with a team, you amplify your impact. How much will your team add to the movement?*

**Make a personal donation** of any size to show your commitment and kick off your fundraising.

**Remind team members** to ask their friends, family, neighbors and co-workers to make a donation.

**Help members fundraise** by sending out fundraising tips (provided below).

**Create fundraising incentives** for your team members to encourage them to meet or exceed their fundraising goals. Maybe offer a little prize to the member who raises the most or recruits the most team members, like a Dunkin Donuts Gift Card or a free Uber ride to and from the walk!

**Encourage team members** to log on to their personal participate pages to customize with photos and stories! Ask them to share their story with the team about why they walk and how they have been touched by the NICU at Saint Barnabas Medical Center.

**Keep your team page updated** with photos and stories. Create a Facebook page to connect everyone virtually and share stories and achievements. #miraclegwalk



Be **optimistic** and **determined**.

Find out if your company has a **matching gifts** program. Matching gifts can double your team money!



Set a daily goal for yourself and **beat it!**

Ask your friends to **contribute** to Miracle Walk **instead of purchasing a gift** for your birthday, anniversary, or any occasion!

# HITTING YOUR GOALS – RECOGNITION AND CHALLENGES

## Fundraising Badges:

Earn fundraising badges once you've reached a new milestone. They will be proudly displayed on your team and personal donation page at [www.miraclegwalk.com](http://www.miraclegwalk.com).

**Make a Personal Gift:** Lead the way and demonstrate your commitment by making a donation to your fundraising efforts! Show your potential donors how important this cause is to you and earn a badge showing you've taken the first step.



## **Individual Fundraising Badges**

Badges will display on your personal page when you hit certain milestones



**\$250+**



**\$500+**



**\$1,000+**



**\$2,500+**

## **Team Fundraising Badges**

Badges will display on your team page when you hit certain milestones



**\$2,500+**



**\$5,000+**



**\$8,000+**



**\$10,000+**

## Team Challenges

Challenges can help your team members be more engaged. A little competition is fun! Share with your team the challenge categories below and see if you can come in first! All challenges will end at midnight on Sunday, October 1, 2017.

- |                     |   |
|---------------------|---|
| <b>Sponsor–star</b> | The team with the most NEW Sponsors (Donations of \$250+)   |
| <b>The Underdog</b> | Top Fundraising Team with less than 15 participants   |
| <b>#number1</b>     | Most Used #Hashtag (#miraclegwalk) by an Individual – must use on a <i>public</i> Instagram, Facebook or Twitter account. |
| <b>All for One</b>  | Team with the Most Individual Gifts   |
| <b>The Newbie</b>   | Top <u>New</u> Fundraising Team for 2017  |

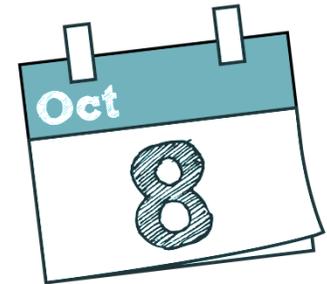
## Hall of Fame

The top five teams in multiple divisions will be recognized annually at Miracle Walk on the new **Miracle Walk Hall of Fame** banner. Divisions include TOP FUNDRAISING TEAM OVERALL and TEAMS WITH THE MOST INDIVIDUAL GIFTS.



## EVENT DAY (OCTOBER 8, 2017)

-  **Get Your Team To The Walk.** Remind your team members to pre-register. If they don't get a chance to register before the walk, they can register at the event at the "Day of Registration" tent. Make sure everyone knows how to get to Verona Park and what to do once they arrive. Send the Miracle Walk website link ([www.miraclegwalk.com](http://www.miraclegwalk.com)) so they can check on the event updates.
-  **Make your presence known** at Miracle Walk. Wear special hats, buttons, headbands or pictures of your special Miracle Baby with your team name.
-  **Arrive early** so you can greet the members of your team.
-  **Organize a team photo** – don't forget to share it on social media along with the event hashtag #miraclegwalk.
-  **Most importantly, have fun!**



## POST-EVENT (1-2 WEEKS AFTER THE EVENT)

-  **Send thank you** messages to all of your team members and donors.
-  **Check for your team photo** online at [www.miraclegwalk.com](http://www.miraclegwalk.com)!
-  **Keep fundraising** – there is still time to collect donations. Share photo highlights from the event for one more fundraising push. Donations are accepted until the end of the year.
-  **Host a team wrap party** – it's time to celebrate your team's success!
-  **Save the date for next year's event** – it's never too early to start planning