



# Team Captain Guide 2023



**Shriners Hospitals**  
for Children®





# Welcome!

Thank you for becoming a Team Captain for the Turkey Trot and Roll — Greenville.

Your support of Shriners Children's® enables us to fulfill our mission to provide the highest quality care for children with neuromusculoskeletal conditions, burn injuries and other special healthcare needs within a compassionate, family-centered and collaborative care environment.

Because of you and your support, we've been able to send Love to the rescue® to more than 1.5 million children since 1922.



*Imagine changing the lives of children with one simple step...*





# The Most Amazing Care Anywhere



**Shriners Hospitals**  
for Children®

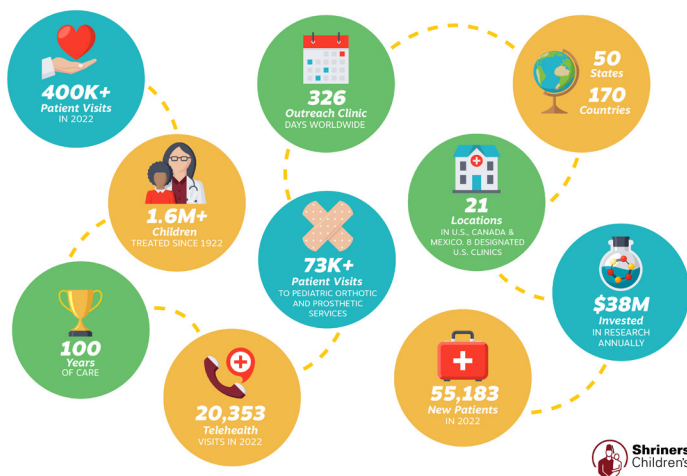
Shriners Hospitals for Children® provides all aspects of care for children with orthopaedic conditions, spinal cord injuries, burns, and cleft lip and palate, regardless of the families' ability to pay. Many of the common techniques and treatments that are used in most hospitals today were pioneered by Shriners Hospitals for Children.

*Changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education.*

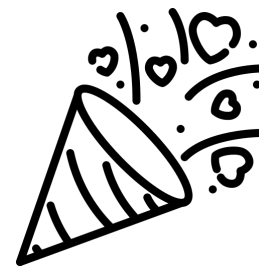
## How We Use Funds

Shriners Hospitals for Children® is dedicated to improving the lives of children, regardless of their families' ability to pay. Your donations will directly support the patients of our Shriners Hospitals for Children locations across the United States, Canada and Mexico. We are committed to conducting research that will improve medical treatments and quality of life for children. Our efforts also increase the worldwide body of medical and scientific knowledge.

### Reaching More Kids in More Places



# What Does It Mean To Be A Team Captain?



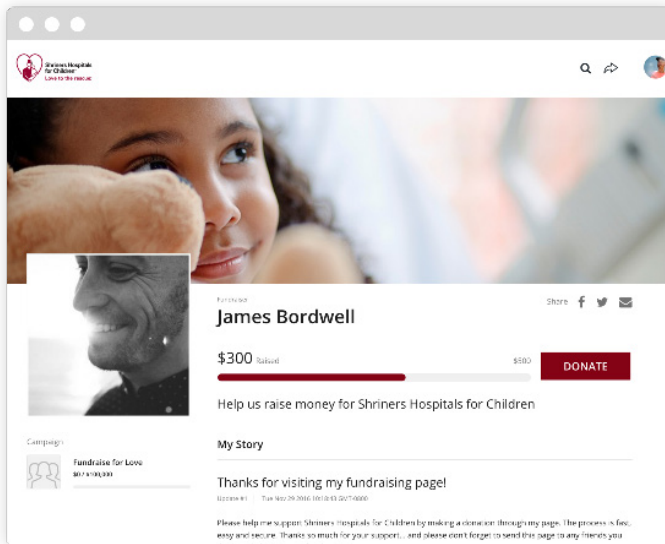
As a Team Captain, your primary responsibilities are to:

- **Set a goal** to recruit at least fifteen co-workers, friends and family members to register for the event and join your team. There is no limit to the size of your team!
- **Use our Online Fundraising Tools** to create your own Team Page, send personal emails to recruit Team Members and raise funds and track online donations.
- **Encourage your Team Members** to use our Online Fundraising Tools. Ask them to set up their Personal Fundraising Pages and send emails to their co-workers, friends and family members to raise funds.
- **Send regular updates** to Team Members and encourage them to set and surpass their fundraising goals. Remind them of the fun swag they can score when they hit their goals!
- **Share fundraising tips** and team progress with your Team Members.
- **Schedule training meet ups and a team kick off.** Make sure to take pictures and tag #walkforloveerie leading up to the day of event.
- **Ask your Team Members to give you any offline donations** (cash and checks) and then send them into your local hospital's Development Department.

**When you Walk for Turkey Trot And Roll, you walk for the kids!**



# Create Your Team Page

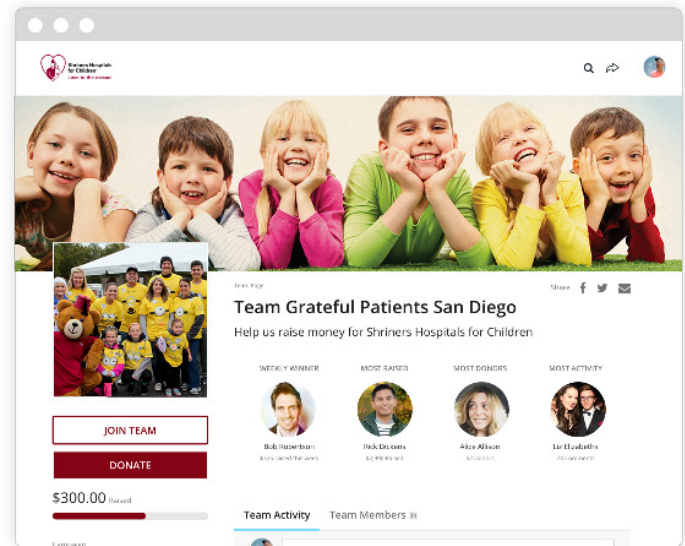


## 1 Register

It only takes a minute to set up a campaign. Visit the event website at [SCTrotAndRoll.org](http://SCTrotAndRoll.org), click Register, and select "Create a Team" when prompted. Don't forget to enter a catchy Team Name and custom URL!

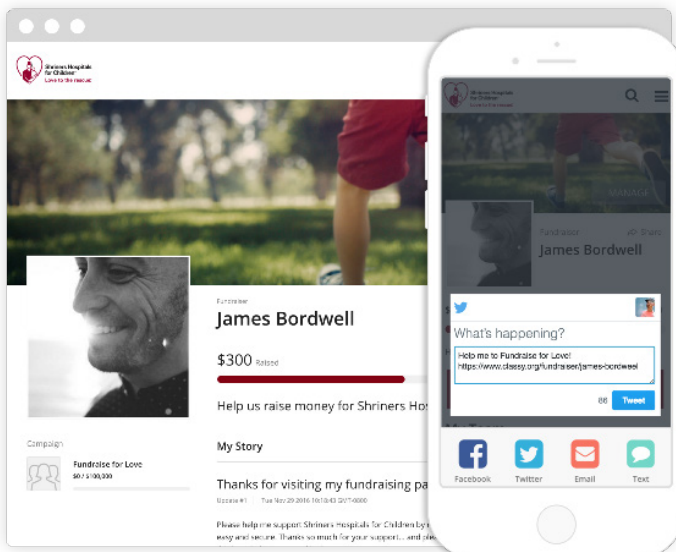
## 2 Customize

Let your Team's personality shine through! Customize your fundraising page with a Team photo, your reason for fundraising, fundraising goal, additional images, and more. This is where you tell your Team story and encourage folks to join or support your team.



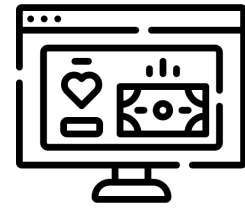
## 3 Share!

Once your campaign is set up, tell everyone about it! The more people you tell, the quicker you'll reach your goal. Recruit folks to join your team, send email "asks," and watch how your fundraising efforts will change the lives of children every day.





# Team Captain Online Fundraising Tools



You can use your Team Page to communicate with your Team Members, keep them updated on their progress and encourage them to reach their goals. Shriners Hospitals for Children® uses Classy as our platform for online fundraising.

Create your Team page and be sure to do the following:



*Select your Team Name*



*Share your Team page*



*Create a Team URL*



*Recruit Team Members to join*



*Make a Team Message*



*Share fundraising tips with your Team Members*



*Set a Team fundraising goal*



*Encourage them!*



*Personalize your Team page with photos and videos*

## Team Captain Tip:



To watch a short video on how to set up your page, visit [lovetotherescue.org/fundraise](https://lovetotherescue.org/fundraise) and click on Learn How To Fundraise.



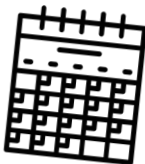
# Team Captain Timeline

Mark your calendar, follow these steps and get ready for success!



## 8-12 Weeks Prior to the Walk

- Register your team
- Build a Team and Personal Fundraising Page
- Set your Team Goals
- Begin recruiting team members via email, phonecalls, and letters
- Find out your company's Matching Gift policy



## One Week Prior to the Walk

- Check to make sure you have all of the walk routes, maps and apps downloaded (if applicable), etc.
- Keep encouraging your Teammates to fundraise and train

## Two-One Days Prior to the Walk

- Remind your Team about the fun and festivities, location, any guidelines they will need to follow, etc.

## 4-8 Weeks Prior to the Walk

- Hold a Team Kickoff Party
- Continue recruiting Team Members
- Remind your Team Members of the event's money turn-in deadlines to receive incentives
- Email your Team with important event updates and information
- Begin collecting donations — it's never too early to get started!



## Day of Walk

- Meet your Team at the designated location
- Turn in additional pledges
- Take a Team picture and post on social media with #SCTrotAndRoll
- Enjoy the day and celebrate the difference you are making!



## 2-4 Weeks Prior to the Walk

- Host a Team Fundraiser — Silent Auction, Bake Sale, Garage Sale, etc.
- Email your Team with weekly incentives and updates
- Be sure your Team Members are registered!



## Post-Walk

- Collect and turn in additional pledges
- Congratulate and thank Team Members for their hard work
- Host a Thank You wrap-up party and recognize top Team Members
- Start planning for next year!

