

Team Captain Guide



Children's
Specialized
Hospital Foundation®



WALK *n'* **ROLL**

Sunday, October 1, 2023

Colonial Park | Somerset, NJ

walk4csh.org

Kids CAN because WE Walk n' Roll

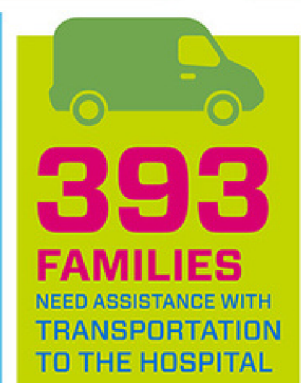


You're making a life-long impact.

Children's Specialized Hospital is the nation's leading provider of inpatient and outpatient pediatric rehabilitation, providing life-changing care for more than 35,000 children annually. We are the largest regional provider of autism services and are named by Newsweek as one of the World's Best Specialized Hospitals.

CSH helps kids living with complex medical conditions ranging from chronic illnesses (like juvenile diabetes) and physical disabilities (like brain and spinal cord injuries) to a full scope of developmental, behavioral and mental health concerns.

With 15 facilities throughout New Jersey and more than 37 specialized service lines, CSH is positioned to care for more children than any other specialized pediatric hospital in the region.





Getting Started



1

Register Online or in the App

Take the first step! Register online at walk4csh.org to sign-up as a walker/roller, volunteer or team captain or download the [DonorDrive app](#) and register right from your phone.

2

Set up Your Team Fundraising Page

Once registered, it's time to personalize your team fundraising page & share it with friends, family, colleagues and over social media. Whatever your connection to the walk, your team's story has the power to motivate people to support you. Tell it through photos, video and by sharing your team's fundraising progress!

3

Recruit Team Members

Set your goals using the Team Captain Goal Sheet in this workbook. Once you know how many team members you want or need to achieve your goals, start your outreach plan. You can send emails, texts, and share on social media to invite family, friends and co-workers to join your team or donate online. As members join, encourage them to set a personal goal of \$100 (or more!) and personalize their individual fundraising pages.

4

Lead By Example

Giving online is quick, easy and secure. Show your team members that you're committed to the cause by making a personal donation. Your team will be awarded online badges as you hit your fundraising milestones. Here's an easy one to achieve - Encourage team members to send out 10 emails to friends, family and co-workers!



Use the App



1

Download the app

Download the DonorDrive Charity Fundraising app from the [Apple Store](#) or [Google Play store](#).

2

Find Children's Specialized Hospital Foundation

Open the app and tap GET STARTED. Find and tap Children's Specialized Hospital Foundation in the list of charities. Tap 16th Annual Walk n' Roll to enter the event.

3

Log In or Register in the App

If you have already registered on our website, use the same login information to log into the app and view your Fundraising page.

To register through the app, tap REGISTER and follow the prompts to complete the registration process.

4

Start Fundraising!

The app has all the tools you need to instantly share your fundraising page via text, email, and social media so you can invite more people to help you reach your goal.



Set Your Goals



Team Captains who set fundraising goals are more successful!

Use this worksheet to set your goals and monitor your progress. Ask a CSHFoundation team member if you need help with previous years' results. Email foundation@childrens-specialized.org.

Fundraising Goal \$ _____

If you are a returning team captain, set your goal 20% higher than last year's goal. If you are a new team captain, set your goal as close to the recommended goal as possible. The recommended Team Goal is \$2,500. How high can you go?!

Total # Team Members _____

Fundraising is better when you do it with friends! How many people can you recruit to join your team? Remember—there is POWER IN NUMBERS! The recommended goal for new teams is 10 members. Returning teams are encouraged to increase their team size by 20%.

Total # \$100 Fundraisers on Your Team _____

These are your team leaders. The more people raising \$100 or more, the bigger the impact. Coach your lower performing teammates to get them to the \$100 level.

Team Fundraising Events _____

Events are a great way to raise funds, create excitement and build strong teams. Check the participant guide for some great fundraising ideas that you can do in person or virtually!

Total # Matching Gifts _____

DOUBLE YOUR IMPACT with corporate matching gifts! Ask your employer and encourage your teammates to ask their employers about matching gift programs.



Think about all of your personal and professional networks when building your team. Family, friends, work, school, clubs, organizations. These are just a few ideas to get you started.

- Go outside of your immediate family. Who did you see at your last family reunion or holiday party?

- Include friends from other periods of your life (grade school, high school, college, graduate school)
- Groups or clubs (book clubs, poker night, intramural sports groups)
- Social Media or Online Groups friends

- Review wedding or shower guest lists
- Your holiday card list
- Sorority/fraternity sisters/brothers
- Anyone who you recently supported in a charity event of their own

- Volunteer activities/organizations
- School PTA or sports teams
- Civic or religious organizations

- Co-Workers, Vendors, Partners or Clients
- Other businesses you frequent (gym, restaurants, shops, salons)
- Professional Associations

[illegible]



Success Path Checklist

Keep track of your outreach and fundraising efforts with this checklist

Recruiting Checklist

- ☐ I have set my team recruitment goal. If I am a returning team captain, my goal is at least 20% higher than my previous year's team size. If I am a new team, aim to recruit at least 10 members.
- ☐ I have selected my co-captain(s) and a team to assist me in building and motivating my team.
- ☐ If I have a corporate team, I have secured support from my company's top executives.
- ☐ I have set a date for our recruiting event & asked the Children's Specialized's Walk n' Roll team to present to our group or organization.
- ☐ I have publicized my team through posters, newsletters, social media and word of mouth.
- ☐ I have personalized my email signature to let others know I am walking and recruiting team members.
- ☐ I have made a list of possible team members and personally asked each individual to join my team.
- ☐ I have encouraged every team member to recruit at least one new team member to join our team.
- ☐ I have read through the Walk n' Roll Participant Guide for fundraising tips and resources.









Fundraising Checklist

- ☐ Together with my team, we've set our personal and team fundraising goals and feel they are achievable.
- ☐ I have customized my personal and team webpage with a picture and short story of #WhyWeWalknRoll.
- ☐ I have asked my company or organization to make a donation to our team.
- ☐ I have asked my team members and donors if their companies have a matching gift program and if so, encouraged them to request matching funds.
- ☐ I have planned at least one fundraising event with my team (e.g. bake sale, car wash, etc.).
- ☐ I have asked each team member to kick-start their fundraising by making a self donation.
- ☐ I have asked each team member to update their personal fundraising page and send 10 emails to friends, family and co-workers.



Share. Share. Share.

Share your motivation and your progress as often as you can to inspire others to give or get involved.

-  Use the online fundraising portal or the app to send emails/texts to friends, family and coworkers asking them to join or support your team with a donation. Adjust the suggested copy to tell your personal story.
-  Be creative! Include pictures and/or video to help explain why you're walking. Make sure your teammates to do the same and offer them assistance to make their fundraising pages great.
-  Be sure to share your personal and team fundraising goals and your deadline for reaching it. Share the number of team members you desire. Use a thermometer to illustrate your progress.
-  We provide text and images at walk4csh.org that you can use to promote the event and ask for donations. Share these with your teammates and ask them to use them on their social media profile or cover photos. Make sure you lead by example and do the same.
-  Create fundraising milestones on your personal fundraising page! For example, "If I get to \$500 by this date, I will sing a song and post it to TikTok." These should be fun milestones that you're comfortable with and will inspire others to give to your campaign.
-  Know any local business owners? We can supply you with posters for them to hang in their windows.
-  Are you involved in any school groups? Share information about Walk n' Roll and start a "kids helping kids" movement.
-  Add a livestream to your personal fundraising page and stream yourself with family and friends at the Walk n' Roll to ask for last minute donations to reach your goal.