



# Team Captain Tool Kit

22<sup>nd</sup> Annual

OneLegacy Donate Life Run/Walk

Saturday April 27, 2024

# Dear Team Captain,

Thank you for joining us at the 22<sup>nd</sup> Annual OneLegacy Donate Life Run/Walk. Through this event, we focus our efforts on HONORING those who have saved lives as donors, INSPIRING our diverse communities to donate life and HEALING lives through transplantation. As a team captain, you are in the position to encourage and spread the word about organ and tissue donation. We have gathered the essential tools that will help you lead your team through key parts in reaching your team's highest achievements:

- Role as a team captain
- Timeline check list
- Tips for fundraising
- Recruiting team members
- The power of social media
- Tips & tools
- How to create your personal and team page



Being a OneLegacy Donate Life Run/Walk Team Captain is fun and easy with the simple tools we have provided. With your help, we can spread the word about organ and tissue donation within our communities. Once you sign up, customize your team's page, track your team's progress online and receive emails with special tips and ideas! If you have any questions, please contact our team at [donateliferunwalk@onelegacy.org](mailto:donateliferunwalk@onelegacy.org).

Saturday, April 27, 2024

Azusa Pacific University

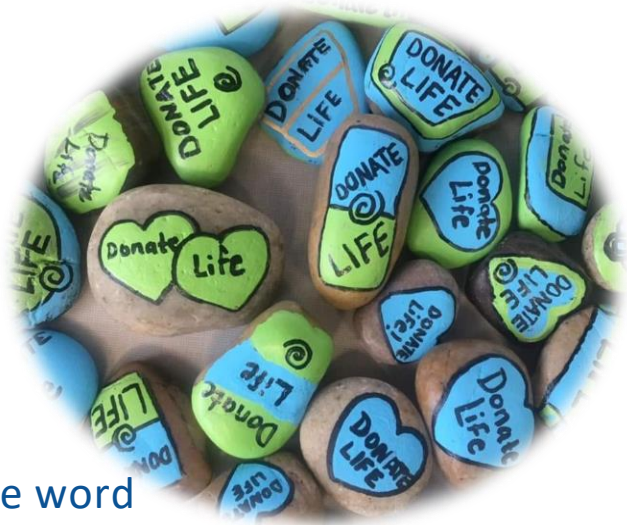
8:30 a.m. – Opening Ceremony

# Your role as Team Captain

As a Team Captain you are a leader, and without you the Run/Walk would not be possible. Your role is to build the excitement within your team and help team members meet their fundraising goals.

Get started today:

- Register your team
- Recruit members
- Build camaraderie
- Fundraise
- Communicate and spread the word
- Create memorabilia (optional)
- Decide how you and your teammates will participate; walk, run, Celebrate!



# Recruitment

- Get excited! Talk about the Run/Walk and your team to everyone you meet. Your excitement and involvement is contagious.
  - Recruit your family and friends. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
  - Arrange an employee presentation at work. Create a challenge between departments or other locations.
  - Get the word out and display the event everywhere! Put up OneLegacy Donate Life Run/Walk posters with your team name in the lounge, lunch room, fitness center, lobby, elevators and/or stairwell.
- Motivate your team. Hold regular, virtual or socially distanced team get-togethers to build spirit and keep everyone informed.
  - Tell your story or the story of your loved one. Spread the word about how organ and tissue donation has affected your life.
  - Mobilize your team. Ask each person who joins your team to recruit at least **3** other team members. If you start with only **3** team members, and they each recruit **3** more team members, and those people each recruit **3** new team members—you'll have **39** team members.
  - Post on social media. Invite your friends to register for your team and raise funds online. Be sure to include the web address to your team site so that they can register.

# Fundraising Tips

- ❖ **Get started earlier** you make it easier to reach your team's goals and see the impact you are creating.
- ❖ **Set goals** as a team and strategize how you're going to reach them.
- ❖ **Lead the way** for your team by making your contribution first.
- ❖ **Kick off** the team spirit at a virtual house party and collect contributions. Create a theme and have fun with it!
- ❖ **Make a change with your pocket change** - Put your pocket change to good use and put a change box on your dresser or desk at work and watch it multiply.
- ❖ **Bake sale** - Let the kids help out and host a friendly bake sale.
- ❖ **Garage sales** - Get rid of all the clutter and have a garage sale. Ask your team to join you and double your efforts.
- ❖ **Let your story be heard** - Send out a letter with your story and why you are passionate about increasing the public's knowledge of Donate Life. If you're walking in memory of someone, add a personal photo of your loved one to your letter.

# Donor Family Page

## ❖ Who is a donor family?

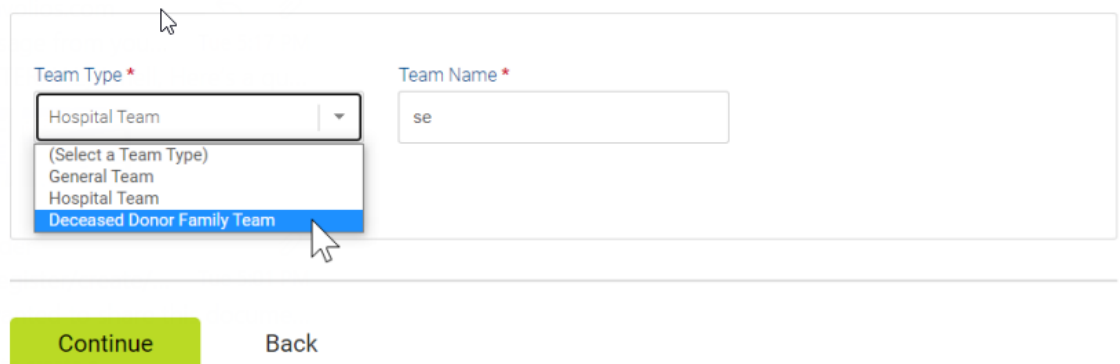
You are considered a donor family if you are honoring a deceased donor.

## ❖ Early Bird Special for Donor Families:

- Early Bird Registration fee of \$20 for adults and \$3 for children ages 12 and under must be completed by **February 16<sup>th</sup>**. After February 16<sup>th</sup>, the registration fee will be \$ 27 for adults and \$10 for children 12 & under
  - A specific code for the special Early Bird donor family price must be used to receive this discount. If you did not receive the code and you are a deceased donor family team, please email [donorfamilyrunwalk@onelegacy.org](mailto:donorfamilyrunwalk@onelegacy.org) with your name and the name of your deceased loved one
- Please note: Price will increase to \$40 per person if registering on April 27<sup>th</sup>

## ❖ Personalized T-shirt

- Each donor family team member will get a personalized t-shirt
- Please note that donor families need to select “**Deceased Donor Family**” as their team type to receive a personalized shirt with the donor’s photo



The screenshot shows a registration form with two main fields: "Team Type \*" and "Team Name \*". The "Team Type" dropdown menu is open, showing options: "(Select a Team Type)", "General Team", "Hospital Team", and "Deceased Donor Family Team" (which is highlighted in blue). The "Team Name" field contains the text "se". Below the form, there are two buttons: a green "Continue" button and a grey "Back" button.

- Should you want a general event t-shirt for your team, please indicate during registration that your preference is **GENERAL EVENT T-SHIRT**
- **Any participants that register after March 17 will receive a general event t-shirt**
- **Only team captains can send in a photo of the donor being honored**
  - Note: Please send a clear digital picture (PNG, JPEG) PDF and scans of an actual picture sometimes do not print well if they are blurry

#### ❖ **Circle of Life Garden Sponsor Signs**

The Circle of Life Garden honors donors, recipients, and loved ones from all areas of the donation and transplantation community. Each \$50.00 sponsorship receives (1) 18"x24" garden sign with a picture and a 15 word or less message that will be placed in the garden.

Sponsorships must be received by March 29, 2024. Please email the picture to be used to [donorfamilyrunwalk@onelegacy.org](mailto:donorfamilyrunwalk@onelegacy.org) by March 31, 2024. Please add Circle of Life Garden Sign Photo in the subject line.

- Note: Please send a clear digital picture (PNG, JPEG) PDF and scans of an actual picture sometimes do not print well if they are blurry

**\*\* If you are the team captain sending the photo for the personalized T-shirts and would like that same photo used for a sponsored Circle of Life Garden Sign, please indicate that in your email with the subject like **Personalized T-Shirt & Circle of Life Garden Sign Photo.****

# Make a #SocialChange



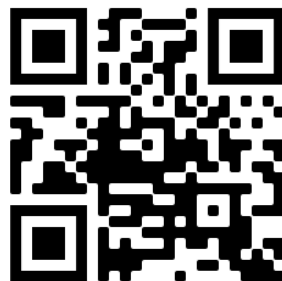
@DonateLifeRunWalk



@DonateLifeRunWalk



@DonateLifeRW





# Power of Social Media

Use the following hashtags in your posts:

#DLRW2024 #OneLegacy #RunWalk #DonateLife

## Facebook

- Keep all your friends up to date on your team's progress and keep a countdown week to week until the walk.
- Make your group gatherings Facebook official and invite all your friends who haven't joined the team yet.
- Take a second to thank everyone for their support or sponsorship toward your team.

## Twitter

- Tweet @ new team members and welcome them.
- Tweet about the latest ways you have prepared for the Run/Walk, whether doing a practice activity or scoring a great sponsorship.

## Instagram

- Post pictures of your team's memorabilia and your latest team events.
- Post videos of team members and interview them on why they are walking.
- Create a hashtag that you and all your team can use for their team pictures  
#DLRWTeam(insert team name)



# Check List

- ✓ Register your OneLegacy Donate Life Run/Walk team online at [www.onelegacyrunwalk.org](http://www.onelegacyrunwalk.org).
- ✓ Customize your team page with photos and team inspiration and personalize your personal page with why you walk.
  - Set your fundraising goal.
  - Set your recruitment goal.
- ✓ Import your email contacts and begin sending out emails to friends and family.
  - Invite them to join your team.
  - Invite them to contribute in your honor.

# Timeline

- February 16<sup>th</sup> - Donor Family Early Bird Registration price of \$20 for adults and \$3 for ages 12 and under will end on 02/16. Price will then increase to \$27 for adults and \$10 for ages 12 and under. Day of registration will be \$40.
- March 17<sup>th</sup> – Personalized Deceased Donor Family Shirts will be available until 03/17/24. Participants will receive general shirts beyond this date.
- March 29<sup>th</sup> – Circle of Life Garden Signs available until 03/29/24
- March 31<sup>st</sup> - Circle of Life Garden Sign – message and photo due by 03/31/24.
- April 25<sup>th</sup> – last day to register and still receive a Donate Life Run/Walk t-shirt
- April 27<sup>th</sup> – Event day!