Team Captain Toolkit

5k, 10k & kids’ fun run
June 19 • Stanford
SummerScamper.org
I’m a Team Captain - Now What?

Team Captains play a vital role in rallying our community to support patients and families at Lucile Packard Children’s Hospital Stanford. As team captain, your responsibilities include:

- Recruit team members
- Communicate with team members
- Motivate and provide tools for your team to fundraise
- Coordinate and schedule fundraising activities and incentives
- Serve as liaison to Summer Scamper staff

Get Started

This toolkit provides you with all the resources you need to lead your team to success!

**STEP 1: Register and Set a Goal**
Visit [SummerScamper.org](http://SummerScamper.org) to register and set your fundraising goal.

**STEP 2: Recruit Your Team**
Invite co-workers, friends, and family to join you.

**STEP 3: Fundraise**
Beyond your own donation, encourage your team members to fundraise.

**STEP 4: Encourage and Motivate**
Check in with your team regularly, and share our tips and tools.

**STEP 5: Participate and Celebrate!**
Join us at the 6th annual Summer Scamper on June 19!
# Action Plan

Use this worksheet to plan your strategy for creating a Scamp-tastic team! Start with our tips—or build your own!

## Launch Tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Create your team, and register as a team captain.</td>
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<tr>
<td>Recruit a Co-Captain.</td>
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<tr>
<td>Personalize your Scamper fundraising page. Share why you Scamper.</td>
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<tr>
<td>Review the fundraising and coaching resources available to you.</td>
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<tr>
<td>Make a personal donation.</td>
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## Recruitment Tasks

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<th>Task</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Send e-mail invitations to your co-workers, friends, and family.</td>
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<tr>
<td>Ask team members to recruit at least one additional member.</td>
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<td>Follow up by phone, e-mail, text, or the old-fashioned way--face to face!</td>
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## Fundraising Tasks

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<thead>
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<th>Task</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Make a personal donation.</td>
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<tr>
<td>Send donation request e-mails to friends and family.</td>
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<tr>
<td>Post donation requests on your social media channels.</td>
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<tr>
<td>Plan at least one fundraising event or promotion.</td>
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<td>Ask your HR department about matching donations.</td>
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<td>Follow up on donation requests.</td>
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<td>Send motivating messages, hospital facts, patient stories, and tips to your team.</td>
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<td>Give your team members ideas to get their networks involved.</td>
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6th Annual Summer Scamper | Benefiting Lucile Packard Children's Hospital Stanford
Team Impact

Everyone has the ability to make a positive impact in the lives of patients and families at Lucile Packard Children’s Hospital Stanford. Together, that impact is multiplied.

If each member of your team raises $250, you could fund...

- **Car Seats**
  - Keep our kids safe! Your team’s efforts could fund car seats for 10 underprivileged children in Bay Area communities.

- **Art Therapy**
  - Your team’s fundraising could stock the Art Cart in the Bass Childhood Cancer Center for six months to help put our patients at ease.

- **Sib Sacks**
  - Your fundraising could purchase 25 Sib Sacks—comfort kits provided to patient siblings of the Bereavement and Family Guidance program.

- **Chemo Ducks**
  - These stuffed animals help child life specialists prepare a child for chemotherapy. Your fundraising could purchase 125 ducks.

- **Bike Safety Kits**
  - Support bike safety programs throughout the community by providing a full bike safety kit, including helmet, reflector, and lights, for 200 children.

- **Miles o’ Smiles**
  - Fund one years’ worth of new toys and entertainment supplies for stem cell transplant patients.
Team Goal Setting & Planning Worksheet

Team Name ____________________________________________

Company (if applicable) __________________________________

Team Captain __________________________________________

Team Co-Captain (if applicable) ____________________________

Team Fundraising Goal

How many participants do I want on my team? ________________

Amount raised per participant: $250 or $ __________

_______ X $_________ = $_________

# of Scamper-ers Average $ raised per Scamper-er Team Fundraising Goal

Sample Team Kick-Off Meeting Agenda

1. Welcome and Introductions
2. You Can Help Save Lives
   a. Share a Patient Story
   b. About Lucile Packard Children’s Hospital Stanford
   c. Where Your Team’s Funds Are Designated
3. Team Goals
   a. Recruitment Goals
   b. Fundraising Goals
4. Getting Started
   a. Online Registration
   b. Fundraising Tips and Tools
   c. Team Fundraising Projects and Events
5. Race Day Details
6. Questions and Answers
7. Thank you!
Dear Miss Muffett,

For the 5th year, I am supporting children and families at Lucile Packard Children’s Hospital Stanford by participating in the 6th annual Summer Scamper.

On Sunday, June 19, my team, the Scamperoos, will compete together to raise awareness and support for cancer research. I’d love for you to join me by registering for the 5k, 10k, or by volunteering! Together, we can help children beat cancer and live fuller lives. Find my team here to join us.

If you are unable to attend the race, you can still help by signing up as a Virtual Racer, or by donating directly to my personal fundraising page.

Your support will help provide the best care possible for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve the lives of children worldwide.

Thank you in advance for your generosity!

Sincerely,

Team Captain Tip: Food Trucks
Invite a food truck to your office, and ask that a percentage of sales are donated.

Team Captain Tip: Foster Friendly Competition
Create departmental challenges on your corporate team.

Team Captain Tip: Double your Donation
Ask your HR department if your company matches charitable donations.

Team Captain Tip: Create Team T-Shirts
Ask a local shop to donate the shirts, or donate their proceeds to your team’s Scamper page.
Dear Nancy,

Thank you again for joining my team, the Scamperoos, for the 6th annual Summer Scamper! I am so excited that we will be supporting children and families at Lucile Packard Children’s Hospital Stanford through this event.

Every dollar we raise will mean that more children and expectant mothers receive the care they need.

If you haven’t kicked off your fundraising yet, you can get started in just a few easy steps:

- Use social media to share your story. Include a link to your fundraising page.
- Add your fundraising page’s custom URL to your e-mail signature.
- Ask three friends or family members who you’ve supported in the past.
- Join us at a carwash fundraiser next Friday at 10 a.m. at the Chevron on Camden Avenue.

If you have collected funds—thank you so much for your efforts so far! Attached you’ll find a copy of the form to mail in donations, so that they can be added to your fundraising total.

Thank you again for joining the team and for supporting children and families at Packard Children’s. See you at the starting line!

Your friend,

To find these letters and more online, visit us at SummerScamper.org
Race Weekend Details

Friday, June 17 3 - 7 p.m.  Packet Pickup  Sports Basement
1177 Kern Avenue
Sunnyvale, CA 94085

Saturday, June 18 10 a.m. - 4 p.m.  Packet Pickup  Fleet Feet Sports
859 Santa Cruz Avenue
Menlo Park, CA 94025

Sunday, June 19 6:30 a.m.
8:00 a.m.
8:30 a.m.
9:00 a.m.
9:30 a.m.
9:30 a.m.
11:00 a.m.
Packet Pickup opens 5k and 10k Start
Track House, Stanford
Near Frances C. Arrillaga Alumni Center at Stanford
Family Festival begins Awards Ceremony
Track House Lot, Stanford
Family Festival Stage
Kids’ Fun Run
Cobb Track, Stanford
5k and 10k courses close
Family Festival ends

For the most up-to-date race weekend details, including parking, safety, and timing and pace information, check back regularly at SummerScamper.org.

Contact Us

We want your efforts to be successful! Feel free to reach out with any questions or comments.

- SummerScamper.org
- raceinfo@supportLPCH.org
- (650) 721-6043
- Lucile Packard Foundation for Children’s Health
  Attn: Summer Scamper
  400 Hamilton Ave, Suite 340
  Palo Alto, CA 94301