



# 2023 SUN RUN TEAM CAPTAIN TOOLKIT





**“Through our exceptional health care services,  
we reveal the healing presence of God.”**

Thank you for serving as a Team Captain for the 2023 Sun Run! As a Team Captain, you are an important member of the Sun Run team, and we will be here to support you throughout your fundraising journey.

Together, we can help build a future deserved for all children in our community. Your success as Team Captain helps Cardinal Glennon caregivers make sure a child’s health never stands in the way of their dreams.

This packet provides all the tools you need to build your fundraising team. Please reach out with questions.

Thanks so much for your partnership!





## How Your Donation Could Help

The Children's Fund

### \$50,000

Cochlear implant surgery for one uninsured patient



### \$10,000

Two stents to open blood vessels during surgery

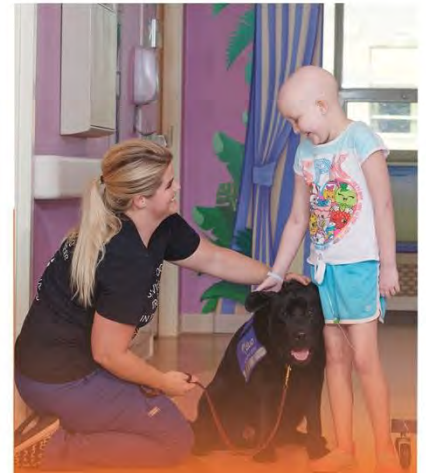


### \$2,500

48-hour heart monitor for a patient

### \$1,000

Average nursing conference scholarship



### \$3,000

Mannequin for simulation training

**0** children turned away

### \$15,000

Child Life supplies for one year



### \$5,000

One month of interpreter service (more than 20 languages are spoken by our families)



### \$4,000

Telepresence robot for Shining Star School





Now that you're inspired to support SSM Health Cardinal Glennon, it's time to grow your team page! As Team Captain, you will share your team page far and wide, so friends, family and coworkers can join you and help raise funds for kids in need.

You can quickly share your page via email, Facebook or Twitter using the share buttons located on the right side of your team page. These links bring them directly to your page and make getting signed up easy!

**When someone visits your team page, they have two options:**

1. **Join Your Team** – Clicking the 'Join Team' button takes them to a registration page where they can sign up to participate in the Sun Run. Once their registration is complete, they will automatically be added to your team.

**Please Note:** All registrants will receive an individual fundraising page for their own use. Any money raised on their individual page will automatically roll up into your team total.

2. **Make A Donation** – Know someone who doesn't want to run but still wants to help? When visiting your team page, have them click the 'Donate' button, and they will go to a secure page to quickly and easily make a one-time gift.

**Put Your Team to Work!**

Reach out to people who join your team and encourage them to support SSM Health Cardinal Glennon. Whether via email, social media, texts or phone calls, your teammates can help your team grow to amazing heights.

Remember to say **'thank you'** to anyone who joins your team! Let them know you appreciate their partnership and support of SSM Health Cardinal Glennon!





# FUNDRAISING REWARDS

**Captains' Club** – Raise \$5,000 or more on your team page, and you will be welcomed into the Captains' Club and receive a one-of-a-kind North Face Sun Run jacket! Repeat club members will receive a Captains' Club lapel pin to highlight their continued achievements.

**Team Tents** – The first 10 teams to raise \$5,000 or more will be eligible for their own team tent at runners' village, where your members can gather and celebrate on race day.

**Individual Fundraising Incentives** – Now everyone can earn up to three amazing rewards for fundraising on their individual pages. Raise \$100 to earn a long sleeve t-shirt, \$500 to get an insulated sports bottle and \$1,000 to receive your very own Sun Run fleece vest!







# SUGGESTED SOCIAL MEDIA & EMAIL COPY

Social media and email are great platforms to share your team page with many people in a short amount of time. You can easily share your personal fundraising link to Facebook or Twitter by clicking the corresponding logo on the right side of your team page. Below is some suggested copy that you can use to recruit friends and family. We recommend posting often to make sure everyone sees that you are doing something special for kids in need.

**Join My Team Copy** – I encourage all of you to join [INSERT TEAM NAME HERE] for the 2023 Sun Run to support SSM Health Cardinal Glennon Children's Hospital. Each year, more than 200,000 kids from all over St. Louis and beyond are served by #CardinalGlennon and, together, we can help them provide a #FutureDeserved to kids in need. Follow the link below and click the 'Join Team' to register for the race and be a part of my team. Thank you for your support!

[INSERT LINK TO TEAM PAGE HERE]

**Donation Copy** – Please help me by supporting [INSERT TEAM NAME HERE] as part of the 2023 Sun Run to benefit SSM Health Cardinal Glennon Children's Hospital. All the money raised allows the hospital to continue to provide family-centered healing to children in need, regardless of their family's ability to pay. The process is fast, simple and secure. All you need to do is follow the link below and click 'Donate' to make a gift today. Thank you for your support!

[INSERT LINK TO INDIVIDUAL PAGE HERE]

**Patient Stories** – Need a little something extra to motivate your network to donate? Try sharing one of many inspiring and impactful patient stories! [glennon.org/our-patients/](https://www.glennon.org/our-patients/)



# ADDITIONAL TEAM CAPTAIN RESOURCES

## Fundraising Resources

[CLICK HERE](#) to access our library of fundraising resources. These are perfect for both you and your team members to take your fundraising to new heights!

## Important Dates To Remember

- **Friday, July 7** – Sun Run 2023 Public Launch
- **Sunday, Aug. 6** – Cutoff Date for Mailed Swag
- **Thursday, Sept. 21** – Cutoff Date to Guarantee Shirt Size
- **Sunday, Oct. 15** – Event Day and Cutoff Date for Fundraising Rewards

**Who do I give offline donations to?** If you have cash or check donations that you need to submit, please contact [cgcfevents@ssmhealth.com](mailto:cgcfevents@ssmhealth.com). We will provide you with a form to fill out and arrange a time for drop off or pick up.

**Need A Helping Hand?** Please reach out to [cgcfevents@ssmhealth.com](mailto:cgcfevents@ssmhealth.com) with questions or assistance reaching your fundraising goals.