



# Team Captain's Kit

**An Event to Benefit**

**Ronald McDonald House Charities**

**Austin and Central Texas**

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**Friday, December 6, 2013**

**5:30 – 8:30 p.m.**

**Mueller Development – Austin, TX**

**[www.lightsoflove5K.org](http://www.lightsoflove5K.org)**

**#LightsOfLove5k**

## Thank you for being a team captain for Lights of Love 2013

If you are a returning team captain, please accept our sincere thanks! And, if you're a new team captain, welcome aboard! We're all in for a rewarding and memorable experience as participants of the Ronald McDonald House Charities of Austin and Central Texas Lights of Love 5K Run on December 6, 2013.

Your commitment to participant recruitment and fundraising for the Lights of Love 5K makes a huge impact on those families whose children are in an Austin area medical facility. Your fundraising and support keeps families together during their child's critical illness or injury through Ronald McDonald House Charities.

We look forward to seeing each of you on December 6!

With gratitude,

Matt and Beebe Pickens

6<sup>th</sup> Annual Ronald McDonald House Charities  
Lights of Love 5K Co-Chairs





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# How to Register as a Team Captain

## Getting Registered

1. Visit: <http://rmhc-austin.kintera.org/lightsoflove>
2. Click on “Register”
3. Read waiver and select *I agree*
4. Registration choices are: *Start a Team/Join a Team/Join as an Individual/Register Multiple People/Register Family*

## Start A Team:

If you start a team you will be designated as the team captain. You will be asked to *enter Team name/Team Fundraising Goal/ A Recruiting Goal for number of team members*. Select *Continue*. Other than the team name, you will be able to change this information later.

## Join a Team:

Those that wish to join your team will select the *Join a Team* option on the drop down menu and select the existing team.

1. Enter Personal Information: *Create User Name and Password/Fees: select participant type, T-shirt size, donation amount and fundraising goals*
2. Select “Continue”
3. Enter *payment information* and Select “Continue”
4. Confirmation Page and Select “Continue”

***You and your team have been established. Now it's time to recruit members to you're your team and begin fundraising!***

***Next, visit “Welcome to My HQ” – Get familiar with the website and tools available to you.***

Here you will find the ability to customize your team fundraising page, share your goals with your friends and edit your website page. You will be able to upload your address book and send emails to invite others to join or donate to your team. You will also be able to link your team pages to Facebook and Twitter.



## 6<sup>TH</sup> Annual Lights of Love 5K and Family Fun Run

Friday, December 6, 2013, 5:30 p.m. – 8:30 p.m. at the Mueller Hangar.

### Team Event Time Line

Event	Date and Time
Team Packet Pickup - Ronald McDonald House Austin (1315 Barbara Jordan Blvd)	12/3/2013 9 a.m. - 6 p.m.
Team Packet Pickup - Ronald McDonald House Austin (1315 Barbara Jordan Blvd)	12/4/2013 9 a.m. - 6 p.m.
Lights of Love 5K and Family Fun Run - Mueller Hangar (4550 Mueller Boulevard Austin, TX 78723)	12/6/2013 5:30 p.m. - 8:30 p.m.
Race time: Packet Pickup and Walk-up Registration - Mueller Hangar	12/6/2013 5:30 p.m. - 6:30 p.m.
Family Fun Run (1K)	12/6/2013 6:30 p.m. - 6:55 p.m.
5k Wheelchairs	12/6/2013 7 p.m. – 8 p.m.
Lights of Love 5K Run	12/6/2013 7:05 p.m. - 8 p.m.
Awards Ceremony with Ronald McDonald - Mueller Hangar Stage	12/6/2013 8 p.m. - 8:30 p.m.

### Team Contests & Incentives

All teams that raise \$2,500 or more by December 1, 2013 will receive an exclusive team tent to serve as a place where team members can gather, decorate, and celebrate before and after the race. RMHC Austin will also deliver these teams' packets directly to one central location.

Additionally, all teams that raise \$4,500 by December 1, 2013 will be invited to the Lights of Love 5k VIP area during the event. VIP team members will receive a wristband for access to exclusive food and drinks on event night.

The top fundraising team at the start of the event will get a team photo taken by a Lights of Love photographer that will be displayed on the Ronald McDonald House Charities Austin website for the entire year following the event. The top ten fundraising teams will be listed on the Ronald McDonald House Charities website for the following year. Ronald McDonald House Charities Austin will also recognize your team via Facebook and Twitter.



## Build a Successful Team

Click on one of our success links below for some tips on creating a dynamic team:

[Ten Tips for Recruiting Co-workers](#)

[Ten Talking Points to Recruit Team Members](#)

[Raise \\$100 per team member](#)

[Team Recruitment Letter](#)

[Donation Thank You Letter](#)

### Recruiting team members

- Teams can be comprised of walkers, virtual walkers, runners and crew. Ask your co-workers, friends or family to join you.
- If you are a returning team captain, ask each returning team member to recruit one or two new people to join. This will increase your team size and fundraising potential.
- If you have a corporate team, ask senior staff members to endorse/join your team.

### Get social on Facebook/Twitter/Instagram/YouTube

- **Facebook**- Have you formed a team? Announce it on your status bar. Does your team need members? Has your team met or exceeded their recruitment goal? Share the news! Post about the progress, keep your team motivated. Did someone on your team get a large donation? Post their success on your page and theirs.
- **Join our Team Captains Facebook Group** - Search for “Lights of Love FUNdraisers” on Facebook and connect with other team captains and RMHC staff to share ideas and information.
- **Twitter** - Follow [@RMHCAustin](#) and use **#Lightsoflove5K** to share your tweets. Announce your team with a tweet and congratulate team members via twitter.
- **Instagram** – Follow [@RMHCAustin](#) and use **#Lightsoflove5k** to share your photos and videos
- **YouTube**- Make videos about your involvement with LIGHTS OF LOVE 5K. Share with the world **why you walk or run**, be it in memory of a loved one or in honor of someone special. Include information about how folks can donate online to support your fundraising efforts. Be sure to tag your video with “Lights of Love 5K,” and we may link it to our website.

## Fundraising Ideas and Resources

### Motivate your team

Meet with your team to plan a group fundraising event and encourage individual fundraising efforts-asking friends and family for support. Send weekly e-mails to touch base with your team. If someone on your team quickly meets or exceeds their fundraising goal - share it with the group in an e-mail or on Facebook. Remember, your goal can always be raised! Create competition among your team members; everyone will work harder and you will increase team enthusiasm leading up to the event.

### Encourage online fundraising

Online donations will appear on participants fundraising pages within 24 hours of the donation being made. Keep an eye on your personal and team goals. As you see your fundraising totals increase, consider raising your goals. The higher your goal, the more people tend to donate. Upload your contacts from your address book into your participant center on the 5K site, [www.lightsoflove5k.org](http://www.lightsoflove5k.org) After you have uploaded your contacts, send e-mails asking for donations to your fundraising campaign.

### Use Facebook

You can **fundraise right from your Facebook page by downloading an application from "My HQ;"** your donations will appear on your personal page. As you receive donations, be sure to thank folks on your Facebook page, as well as theirs. Use your Facebook status to post about your participation in Lights of Love 5K. Be sure to include in your status how much you are hoping to raise and why the cause is important to you. Attach the link for your personal page so that your contacts can click on the link to donate to you. When you receive a donation, post a thank you to the donor on your wall and on your donors wall. Donors like public thanks, and it also serves as a reminder for those who have yet to give.

### Say thank you

Thank your team members and donors. Encourage your team members to do the same. Be timely with your thanks! If donors feel appreciated, they are more likely to give again.

**Caleb's Army:** "Our fundraising was so successful because we reached out to everyone we knew using a variety of methods – social media, email, blogs, personal conversations, etc. Once people heard why we were doing it, they would make a donation - most often only \$25. This donation or the race entry fee makes a huge impact on families caring for sick children. Establishing that connection was key."

-Caleb's Army Team Captain, Bea Smith







## Frequently Asked Questions

### **When is the 2013 Lights of Love 5K and Family Fun Run?**

The 2013 Lights of Love 5K and Family Fun Run is Friday, December 6, 2013.

### **How do I register online for the Lights of Love 5K?**

Go to the "Register Here" button and complete the form. You will be guided through the registration process. Once your transaction is complete, you will receive a confirmation email receipt.

### **Where does the Lights of Love 5K take place?**

Lights of Love 2013 will be taking place at the Mueller Hangar. The address is 4550 Mueller Blvd.

### **What is the schedule for the 2013 Lights of Love 5K?**

Packet pickup and walk-up registration at Mueller Hangar will be from 5:30 - 6:30 p.m. The Lights of Love Family Fun Run will begin at 6:30 p.m. The Lights of Love 5K will begin at 7p.m. After the race, join us for the awards ceremony starting at 8 p.m. Remember to arrive early to give yourself plenty of time for parking.

### **Where do I park?**

Please access parking by heading south on Mueller Blvd from 51st Street or Barbara Jordan Blvd. Parking will be available in the grass lots east of Mueller Blvd, at SEDL, the Seton Administrative Offices and in the Dell Children's Hospital overflow lot. There will be additional parking in the new parking garage next to The Thinkery.

### **How long is the Family Fun Run?**

The Family Fun Run is one kilometer long (about 2/3 mile). Anyone is welcome to participate in this event. This event will only take about 10 minutes.

### **Can I walk the 5K?**

Absolutely. Runners, joggers and walkers of all speeds are welcome and encouraged to support RMHC at the Lights of Love 5K.

### **Can I register my dog?**

No. We longer offer a pet registration option. However, non-aggressive dogs on a leash are welcome. Please make sure to bring bags and clean up materials for your pet.





**Is there a registration fee to participate?**

Yes. The fee for the untimed 5K for a child (12 and under) is \$20, and the fee for a timed 5K is \$25. The fee for an adult untimed 5K (13 and older) is \$30, and the fee for a timed 5K is \$35.

**Can friends and family make a donation to a participant by going through the website?**

Yes. On the home page of the website, friends and family can locate a *Participant* by clicking on the “Sponsor Participant” button. By typing in the name of the *Participant*, they will be directed to the *Participant’s* personalized pledge page.

**How can I see who has donated to me?**

Go to the “Login” section on the site. Use the username and password that you received when you registered for the event. You can then view your Donor list and the amounts that have been donated.

**I forgot my username and password. How can I find out what they are?**

Remember that your username and password are case sensitive. If you still have problems, please contact Lexi Riemer at [lriemer@rmhc-austin.org](mailto:lriemer@rmhc-austin.org).

**What is a team?**

Teams are made up of individuals that come from companies, organizations, schools, families and friends. Any group of people can form a team together to help raise money for RMHC Austin. Teams can be any size. Teams that have raised more than \$1,000 will qualify to be entered into a drawing for a team prize.

**What are my responsibilities as a team captain?**

As team captain, your responsibilities include registering and forming a team, recruiting participants to join your team, distributing Lights of Love promotional materials, and serving as a role model and leader for fundraising. Team captains will serve as the liaison by remaining in contact with the Lights of Love staff and communicating important information to their team.

**As a captain, how do I get an updated roster of the members of my team?**

RMHC Austin can provide you with a detailed list upon request. However, you will always be able to see your team list on your main team page. Each member appears at the bottom of your page on the team roster.

**Is there a deadline for registering a team for Lights of Love?**

No, there is no deadline to register. However, in order to guarantee race t-shirts for members of your team and to qualify for Extra Mile Club Benefits, all team members must be registered by Nov. 18th. However, you can register team members up to race day, and all donations and registrations will count towards your overall team goal and the team prizes.



**If someone has already registered as an individual, can they still join a team?**

Yes, if you have a member of your team who inadvertently registered as an individual, simply call or email RMHC Austin at (512) 628-5935 or [lriemer@rmhc-austin.org](mailto:lriemer@rmhc-austin.org) and we can add them to your team.

**How does Ronald McDonald House Charities of Austin and Central Texas utilize the contribution?**

To get more information on how Ronald McDonald House Charities of Austin and Central Texas uses contributions, please email [lriemer@rmhc-austin.org](mailto:lriemer@rmhc-austin.org). You can also visit our website at [www.lightsoflove5k.org](http://www.lightsoflove5k.org) or call us at (512) 628-5935 for more information.

**Is my information secure?**

Yes. Blackbaud has made every effort to protect your information. We use industry-standard SSL encryption techniques to make sure that your credit card information, passwords, and personal information travel securely over the Internet. We have also installed an encryption engine on our database server so that your data is securely stored.

**Will Blackbaud put my name on various mailing lists?**

Blackbaud, Kintera division, collects and maintains only personal information that is voluntarily submitted to us. We will only share personally identifiable information with a third party if and when the individual submitting this information has permitted us to do so, or if we are required by law to do so.

**What do I do if I have questions not listed here?**

Contact us at [lriemer@rmhc-austin.org](mailto:lriemer@rmhc-austin.org) or call (512) 628-5935.

**Thank you!**

**Your leadership makes all the difference for families staying at the Ronald McDonald House and Family Rooms!**