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Changing lives for a lifetimeSM

Team Captain Packet



STEP
FORWARD
FOR KIDS



5K WALK/RUN



TEAM CAPTAINS

Dear Team Captain,

Thank you for your commitment to the Family Central Step Forward for Kids 5K Walk/Run. Your support and dedication will raise funds to help us continue to offer childcare programs for the families that need it the most. As team captain, you are a key component in the success of this event!

Team Captain Responsibilities:

- 1- Liaise with the Team Development Committee Chair
- 2- Create a team name
- 3- Recruit +/- 10 walkers for each team
- 4- Sign-up at <https://familycentral.org/5K2019>
- 5- Take advantage of the Free Early Bird Registration
- 6- Promote Online Donations

Recommended Individual Goal:

Minimum of \$250 per person

You will be supported along the way to make sure this event is a fun experience for you and your team members!

In this packet, you will receive:

- 1- Participant Info Sheet
- 2- Online Registration Instructions
- 3- Tips on Recruiting a Winning Team
- 4- Team Contact Sheet
- 5- Fundraising Letter
- 6- Common Questions & Answers



PARTICIPANT INFORMATION

WHAT: Step Forward for Kids 5K Walk/Run

WHERE: Broward College, 3501 Davie Road, Davie, FL 33314

WHEN: Sunday, April 7th, 2019 from 8:00 AM until 12:00 PM

TIME: Registration starts at 7:00 AM

REGISTRATION & PAYMENT:

Option 1: Family Central Website: <https://familycentral.org/5K2019>
(Recommended for individual payments)

Or

Option 2: You can always mail in your payment and registration by downloading it from the website: <https://familycentral.org/5K2019>

FEES: Early bird pricing (until April 6, 2019):

Adults - \$30

Students -\$20

Kids under 12 - FREE!

Day of pricing (April 7, 2019):

Adults - \$35

Students - \$25

Kids under 12 - FREE!

DAY: Each registered participant will receive:
-Family Central T-Shirt



TEAM CAPTAIN ONLINE REGISTRATION INSTRUCTIONS

- 1- Log onto <https://familycentral.org/5K2019>
- 2- Click on Register and fill out your information.
- 3- When registering you can join as an individual, start a team, or join a team.
 - You can select the credit card to make your payment
 - You will be asked to select your T-shirt size
 - You will be asked to accept the waiver
- 4-Fill in all the information requested:
 - Set-up your login and password
 - Add your photo to personalize your page
 - Keep the default message or customize it as your own
- 5-If you wish to create a new team, please create it and choose your name.
- 6- Once your registration is complete, you will have access to the following **Team Tools**:
 - Invite others to join this team
 - Email team members
 - Update team information
 - Register your team
- 7- Once your team has been created, individuals can register to join. Be sure to give them the team name.

Tips on Recruiting a Winning Team!

1. Get Organized

- Recruit Co-Captains to help you organize your team.
- Get everyone's contact information.
- Make sure everyone has registered online and starts tracking their donations.

2. Spread the Word

- Hang a flyer in the office break room, send an email blast, share details at a meeting, post your participation on social media!
- Recruit colleagues, fellow students, friends, family members!

3. Generate Donations

- Build a personalized team or individual webpage.
- Create a fun competition!

4. Build Team Spirit

- Use your own enthusiasm to promote the race
- If appropriate, request support from your company or organization
- Hold a pep-rally (kick-off breakfast, lunch or afternoon get together)
- Send bi-weekly e-mails to your team and let everyone know how they are progressing.

5- Day of the Event

- Register at 7 am and get your T-shirt.
- Be sure to let everyone know where to meet so you can experience the day as a team.

Most importantly....

Have fun and thank team members for caring to make a difference!





TEAM PACKETS

Team Name:

Team captain:

Company:

City, state, zip code:

Phone #:

E-mail:

Team Member Names

#1 _____ Phone _____ Email _____.

#2 _____ Phone _____ Email _____.

#3 _____ Phone _____ Email _____.

#4 _____ Phone _____ Email _____.

#5 _____ Phone _____ Email _____.

#6 _____ Phone _____ Email _____.

#7 _____ Phone _____ Email _____.

#8 _____ Phone _____ Email _____.

#9 _____ Phone _____ Email _____.

#10 _____ Phone _____ Email _____.

FUNDRAISING GOAL:



FUNDRAISING LETTER

Date:

Name:

Address:

City, State Zip

Dear _____,

This year I am helping to support Family Central in its mission to promote accessibility to childcare for low income families by raising money and participating in their signature event **Step Forward for Kids 5K Walk/Run**

Did you know that 20% of U.S. households—nearly 40 million Americans, including 15.9 million children—struggle to put food on the table, yet we are one of the wealthiest nations in the world? When families struggle to put food on the table, childcare becomes a luxury that is unaffordable. In our community, more than 16,000 children are currently on the waiting list to receive childcare assistance.

I've decided to make a difference. I am committed to raising \$_____ to help support Family Central's educational programs and get children the educational services they need. You can help by joining my team and walking with me or by donating funds to help me reach my goal.

Our team name is,_____. We will be running/walking together at Broward College, 3501 Davie Road, Davie, FL 33314. We'd love to have you join us! Or, if you prefer, you can donate online by visiting: <https://familycentral.org>

Thank you in advance for your support and giving the kids a fighting chance!

Sincerely,

Questions & Answers

How many people constitute a team?

A minimum of 10 individuals is preferred, but not required. Should you have more than 15 people to a group, please call the main line 954-720-1000 or email us at events@familycentral.org.

When and where do I pick up my T-shirt?

You can pick-up your T-shirt the day of the walk. Registration will begin at 7:00 AM. The 5K will start at 8:00 AM.

Where do we park on Walk Day?

The Broward campus has plenty of parking space available the day of the 5K.

Are strollers or dogs allowed?

Strollers are permitted, but dogs and other pets should remain at home.

For any other questions, please contact us at events@familycentral.org or you can call the main line at 954-720-1000.

