

Team Captain Playbook



Thanks to our team captains for leading the pack!

Kids are our everything. Together, we race to save lives and lifetimes.

The Race for Every Child 5K Run/Walk unites our community to help kids thrive. As a team captain, you inspire others to join us in our mission.

The funds your team raises through the Race for Every Child help us provide world-class care and advance research that leads to new treatments and cures.

As a nonprofit, Children's National Hospital relies on the generosity of our community to meet our patients' urgent needs and transform pediatric medicine. With your leadership, we're improving the health and well-being of kids today and generations to come.

Thank you for your dedication to our patients and families!



Role as Team Captain

1. Set Your Goal

Plan your recruitment and overall fundraising goals.

Consider making your personal goal \$1,000+ to aim to join the Champions Club.

Teams can be any size, but team captains earn an exclusive 155th Birthday pin for recruiting 15+ members.



2. Fundraise

Lead by example.

Kick off your team's fundraising with a personal donation.

Download the Race for Every Child App to recruit, fundraise and check your team's progress.

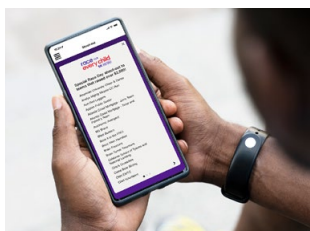
3. Coach & Inspire

Congratulate your team members as they reach milestones towards individual and team goals!

Remind your group of the exciting recognition swag and team perks they can earn.

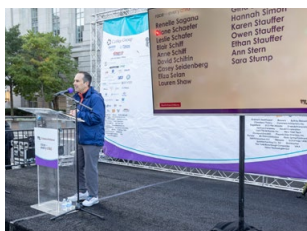
- **Comment on your team page** to celebrate accomplishments.
- **Keep sharing!** **Download** sample assets and spread the word via social media to post updates and thank donors.

Team Recognition



Fundraise \$2,500

Earn a team shout-out on the Race for Every Child App.



Fundraise \$5,000

Earn recognition during Race Day on Main Stage screen.

Includes preceding recognition.



Fundraise \$10,000

Earn a team tent with a custom hanging banner and enjoy a visit from a professional photographer for a **team photo**.

Includes preceding recognition.



Fundraise \$20,000

Redeem a team tent with a fuel snack package. Plus, skip the packet pick-up lines! **Receive your team bibs directly to your tent** on Race Day.

*Eligible recognition swag available for tent delivery upon request. Includes preceding recognition.



Key Dates	
Wednesday, Aug. 5	Team Captain Kick Off (Virtual)
Wednesday, Oct. 1	Deadline to switch registration to virtual or in-person Team fundraising deadline to earn recognition
Sunday, Oct. 11	Free* registration closes at 11:59 pm for in-person participants
Wednesday, Oct. 14	Packet Pick-Up at Inventa Towers 11 am – 6 pm
Thursday, Oct. 15	Packet Pick-Up for Hospital employees and current patients at Children's National (GEICO Cares Atrium) 11 am – 6 pm
Friday, Oct. 16	Registration closes at 7 pm Packet Pick-Up at the JW Marriott 11 am – 6 pm
Saturday, Oct. 17	Race Day!
Thursday, Dec. 31	Last day to qualify for individual recognition swag

* In-person registration is free through Oct. 11. If registering Oct. 12–16, there is a \$50 registration to join in-person for the 5K and \$30 for the Kids Dash. Recognition swag is not included with registration. No day-of registration will be available.

Recognition Program

We are grateful for your commitment to exceptional care and groundbreaking research at Children's National.



Individual Recognition Swag

EXAMPLES OF WHAT YOUR GENEROSITY CAN PROVIDE:	
 Fundraise \$50 short-sleeved T-shirt	\$50 provides an at-home blood pressure machine to track a child's recovery 
 Fundraise \$100 baseball hat + 	\$100 provides a ukulele for a music therapist to soothe a newborn in the NICU 
 Fundraise \$250 insulated water bottle +  	\$250 provides two pediatric wheelchairs for kids to safely heal at home 
 Fundraise \$500 canvas tote bag +   	\$500 provides two art therapy sessions to help patients cope and find joy 
 CHAMPIONS CLUB EXCLUSIVE Fundraise \$1,000 quarter-zip sweatshirt +    	\$1,000 provides two feeding pumps for kids to receive the nutrition they need 

How do I ensure each of my team members receives a T-shirt?

Each team member must fundraise or donate \$50 through their individual page to earn a T-shirt.

If you registered as a family or group, please be sure to donate or fundraise through each individual's page to ensure each person is eligible for their own shirt and other recognition items!

*All recognition swag design is subject to change.

How do I receive my items?

Skip the lines on Race Day. Get your bib and any eligible items between Wednesday, Oct. 14 to Friday, Oct 16. See locations and times on p.4 or online at [RaceForEveryChild.org](https://www.raceforeverychild.org).

On Race Day, you may pick up your items at the Recognition Tent.

**If you don't see your donation reflected on your fundraising page, please email info@raceforeverychild.org.

Recognition Program

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Oct.

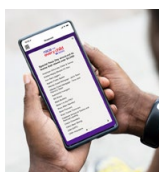
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Teams have until Oct. 1 to qualify for team recognition items.

Team Recognition

NEW THIS YEAR

Team captains who recruit 15+ team members earn a **155th Birthday pin**.*

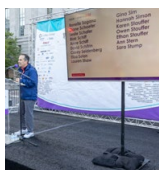


Fundraise \$2,500

Earn a **team shout-out** on the Race for Every Child app**

EXAMPLES OF WHAT YOUR GENEROSITY CAN PROVIDE:

\$2,500 provides two portable suction units to help clear a child's airways and help them breathe



Fundraise \$5,000

Earn **recognition** during Race Day on Main Stage Screen**

\$5,000 provides a critical care crib to give babies comfort and lifesaving treatment



Fundraise \$10,000

Earn a **team tent with a custom hanging banner** and enjoy a visit from a professional photographer for a **team photo****

\$10,000 provides an ice machine to cool a patient's heart during cardiac surgery + 25 crib mobiles and sound machines to soothe babies



TEAM CAPTAIN EXCLUSIVE

Fundraise \$20,000

Redeem a team tent with a **fuel snack package**. Plus, skip the packet pick-up lines! **Receive your team bibs directly to your tent** on Race Day.**

\$20,000 provides a sleep scope to diagnose airway complications while a patient sleeps



Can I pick up my team's race bibs and recognition swag?

Yes! You are welcome to pick up your team members' packets. We will share more details closer to Race Day and encourage you to let your team know you'll be picking up for the group.

Should I share my individual fundraising or team page link?

Share your team page to recruit new members. Send your individual fundraising link to request donations. Eligibility for recognition swag, including the T-shirt, is based on your individual fundraising total. Your individual fundraising total will roll up to your team page!

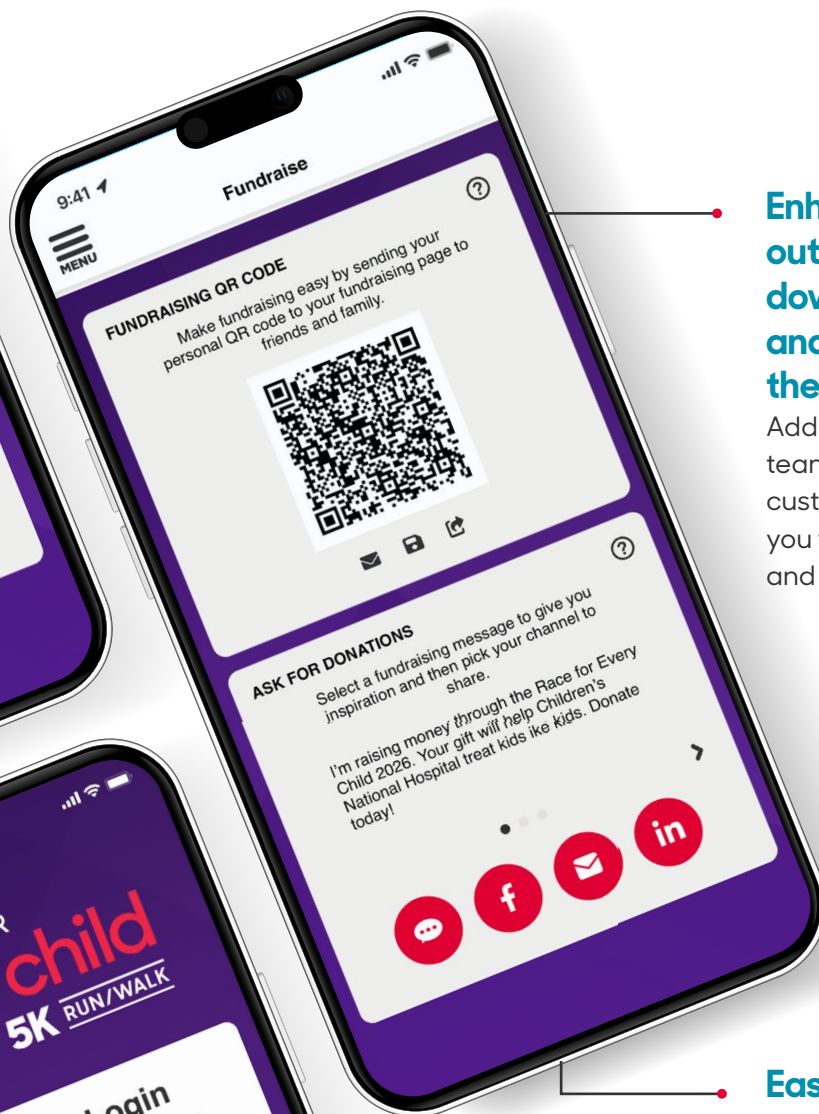
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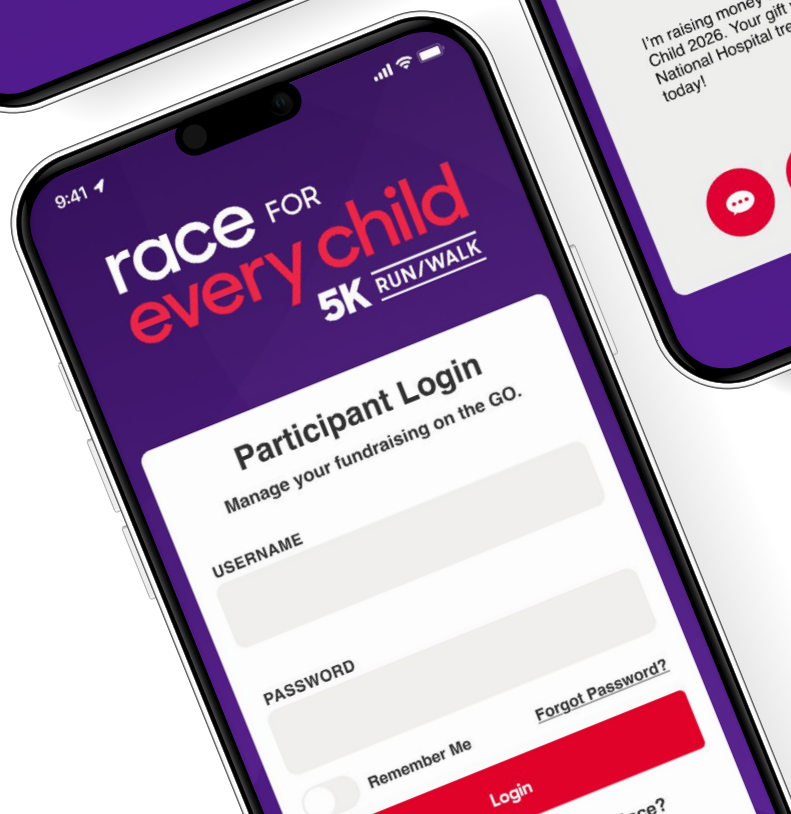
Boost Your Impact on Your Phone or Tablet

[Download](#) the Race for Every Child App. Easily recruit and communicate with team members. Plus, you'll get all the details for Race Day at your fingertips.



Enhance your outreach by downloading and sharing the QR codes.

Add them to your team flyer and customize it with your team name and photo.



Easily post messages on social media.

Ask your network to join you in support and celebrate your progress.



Inspiration from Our Community



Have fun and get creative to reach your goals! See some of our favorite examples from other team captains and participants.

Community Fundraiser



Lemonade Stand

Parker, age 7, and Cooper, age 10

Parker and Cooper hosted a lemonade stand in front of their house and raised more than \$600 in one afternoon! Their key to success? They filmed a quick video and shared it with friends and neighbors on social media. They even posted on Nextdoor and emailed their school classes!



Cookout

Elliott, age 6

Elliott and his family hosted a cookout for their family and sent a flyer to their neighborhood e-mail list. Guests donated with cash and through their team's QR code.



Social Media

Julia, age 19

Julia's team members tapped into each other's social networks by publishing, re-sharing and commenting on each other's Race photos. Posts with their furry friends helped maximize reach!

Messaging & Talking Points

Tailor these messaging templates for successful recruitment and fundraising!

Recruiting Team Members

I'm excited to share that I'm a team captain for the Race for Every Child 5K Run/Walk. Will you join my team to support Children's National Hospital patients and families? You can register to walk or run virtually or in person on Saturday, Oct. 17!

[INSERT YOUR STORY AND MOTIVATION. This is what will make the biggest impact!]

Thank you for joining me to help elevate pediatric care for every child!

Impact Talking Points for Your Donors

- The Race for Every Child 5K Run/Walk raises funds that help provide world-class care and advance groundbreaking research for patients and families at Children's National Hospital.
- Nearly every two minutes, a family turns to Children's National for answers, hope and expert pediatric care.
- Your support ensures that Children's National can meet patients' most urgent needs.
- Your support ensures we that can care for the whole child – from pioneering T-cell therapy to treat cancer to providing art, music and pet therapies to help kids play, cope and heal faster.
- Your support provides materials like freeze spray to distract young patients during a blood draw and therapeutic dolls to prepare them for medical procedures.
- For 155 years and counting, support from our community has ensured Children's National can tailor everything they do to meet kids' needs.



Ways to Give and Fundraise

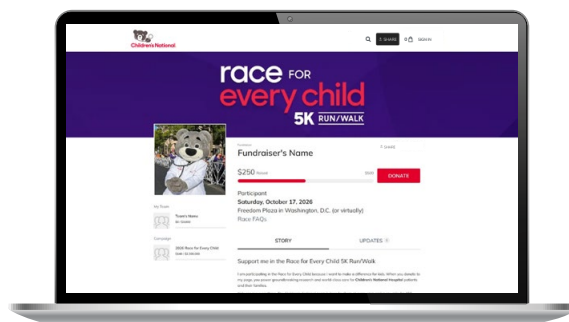
Online Donations

Jump-start your fundraising by making a personal donation to your page! Your team total will reflect your generosity, too.

Track your individual and team donations through the Race for Every Child App or your participant page. If you surpass your individual or team goal, celebrate your impact and increase your goal to encourage even more donations!



Visit the [Resources page](#) to download a customizable materials to promote your page.



Offline Donations

We accept offline donations, such as checks, via mail to the address below.

Checks payable to Children's National Hospital Foundation, with your name on the memo line, should be sent with your offline donation form. Visit the [Resources page](#) to download the form.

Children's National Hospital Foundation
Attn: Race for Every Child 2026
1 Inventa Place 6th Floor, West
Silver Spring, MD 20910

Supporters can also donate stock, give through a donor-advised fund or make an IRA contribution. Learn more [here](#).

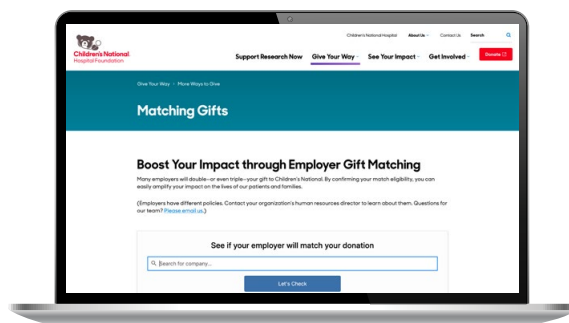
Tax ID for Children's National Hospital Foundation: 52-1640402

Matching Gifts

Donations to your team page may be eligible for matching gifts from your respective employers!

Ask your company if there is a matching gift program for employees. Some companies even offer to match your team's fundraising total!

For more information, visit the [Matching Gifts page](#).



To ensure your team receives fundraising credit, send in your offline donation form for any gift to info@raceforeverychild.org.