

# TEAM CAPTAIN GUIDEBOOK

## BRIGGS & AL'S RUN & WALK FOR CHILDREN'S HOSPITAL

**USE YOUR SHOES  
TO PUT YOURSELF  
IN SOMEONE ELSE'S.**

**SATURDAY, SEPT. 15, 2012**  
10:15 A.M.  
12TH STREET AND WISCONSIN AVE.

**ALSRUN.COM**



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## A MESSAGE FROM OUR TEAM SPONSOR

It's been 35 years since the late Al McGuire, former Marquette University basketball coach, founded Al's Run with the goal of saving children's lives. Briggs & Al's Run & Walk benefiting Children's Hospital of Wisconsin remains one of the largest run and walk fundraising events in the Midwest.

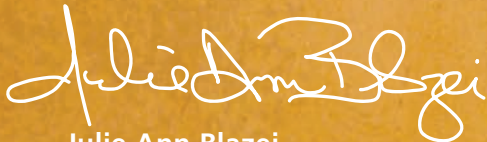
Tricom Funding, a strong supporter and committed partner since 1996, is excited to return as a team sponsor for this year's event.

Our team members find this to be a moving and worthwhile way to give back to kids in our community. We know the care given at Children's impacts hundreds of thousands of lives each year, including patients, their families and community members who benefit from the hospital's many educational and community health programs.

**Your registration fee covers the cost for you to participate in the event.** Your pledges help provide desperately-needed medical care for kids like the Children's Champions featured throughout this book.

**Pledge to make a difference!**

See you Sept. 15.



Julie Ann Blazei  
President/CEO  
Tricom Funding

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## EVENT INFO

**Date:** Saturday, Sept. 15, 2012

**Route options:** 8k run, 3- or 5-mile walk

**Startline:** 12th Street and Wisconsin Avenue on the Marquette University campus

**Wheelchair start:** 10:15 a.m.

**Runner mass start:** 10:30 a.m.

**Walkers:** Immediately follow runners

## TEAM PRIZES

First, second and third team prizes will be awarded on pledgeraising totals. Captains of the top three teams will receive four premium seats to a Marquette University basketball home game. Prize winners will be notified by mail.

Thanks to our title sponsor



Thanks to our sponsors



## BRIGGS & AL'S RUN & WALK FOR CHILDREN'S HOSPITAL

Thank you for showing interest in becoming a team captain for Briggs & Al's Run & Walk for Children's Hospital. Forming a team is easy. Just follow the eight steps on Page 3 and you'll be on your way to creating a successful team. Forming a corporate team is a great way to build company morale or you can form a community team and double your fun by sharing the experience with friends and family.

Your involvement as a team captain is vital for our success. Together, we make it possible to provide medical care for more than 347,000 patient visits every year.

This Team Captain Guidebook will help you create a great team and maximize your pledgeraising efforts for the kids who are seen every day at Children's. We look forward to seeing you Saturday, Sept. 15.

## HISTORY

Briggs & Al's Run & Walk for Children's Hospital has brought the community together for more than 30 years. Briggs & Al's Run & Walk owes its success to a wellspring of community support that has benefited Children's in countless ways since 1977.

Former Marquette University basketball coach Al McGuire, the event's founder, was deeply committed to supporting Children's. With nearly 30,000 participants, 1986 was the most highly attended event. After 15 years of active participation in one of the largest and most successful run and walks in the Midwest, Al McGuire announced his retirement from the event. Briggs & Stratton recognized the importance of this event to the hospital and community at large and became the event's new title sponsor, which ensured the continuation of McGuire's vision.

The event continues to draw between 13,000 and 16,000 participants and remains one of the largest run and walk fundraising events in the Midwest.



### Jordan Amble

Age 3  
Oak Creek, Wis.

Jordan was born with severe heart failure, and she was rushed to Children's Hospital of Wisconsin when she was just an hour old. Sarah, Jordan's mom, spent the weekend in the Neonatal Intensive Care Unit with her baby. When a medical student put his stethoscope on Jordan's head, he heard a large amount of blood rushing to her brain. Later that day, Jordan was diagnosed with vein of Galen malformation. The vein of Galen is a large, deep vein at the base of the brain. In vein of Galen malformations, capillaries that normally slow the flow of blood are missing. This can cause blood to rush almost directly to the heart and quickly overwhelm it, leading to congestive heart failure. Doctors told Sarah they could not safely perform the necessary surgery until Jordan weighed 9 pounds. At 2½ months old, Jordan had her first of five brain surgeries. "I credit the staff at Children's with saving my daughter's life," said Sarah. "Jordan will need three or four more surgeries, and I know that when we come to Children's, it will be like coming home."

### EJN EVENT FACTS

Did you know  
38 states were  
represented at  
the 2011 Briggs  
& Al's Run &  
Walk?



## Dominic Hall

Age 5  
Oconomowoc, Wis.

Dominic had two surgeries at Children’s Hospital of Wisconsin. His first was just after his second birthday. Dominic’s parents took him to their local emergency room because they could not get him to stop crying. There, he was diagnosed with intractable back pain, which is defined as severe or chronic pain that is incurable. The emergency room doctor told his parents to call Children’s Central Scheduling to see a pediatric urologist. “Our appointment was eye opening,” said his mom, Kate. “We learned that his right ureter was completely obstructed and his right kidney was swollen with fluid.” Dominic was immediately scheduled for surgery to repair the blockage.

His second surgery came after years of battling abdominal pain and vomiting. Doctors at Children’s performed an esophagogastroduodenoscopy procedure. The EGD helps doctors learn more about the esophagus, stomach and small intestine. It showed Dominic had a narrowed pylorus. The pylorus is the lower part of the stomach through which food and other stomach contents pass to enter the small intestine. The second surgery also was successful. “I can’t imagine what we would have done without Children’s Hospital and your amazing team of doctors and nurses,” said Kate.

## ABOUT CHILDREN’S HOSPITAL AND CRITICAL CARE

Thank you for showing interest in becoming a team captain for Briggs & Al’s Run & Walk for Children’s Hospital. Children’s Hospital of Wisconsin is one of the nation’s top pediatric facilities. Founded in 1894, Children’s Hospital serves children with all types of illnesses, injuries, birth defects and other disorders. Care is provided to children from Wisconsin, Michigan, northern Illinois and beyond. Children’s Hospital is one of the busiest pediatric hospitals in the nation.

Each year, Children’s admits more than 3,000 patients to our Critical Care program, which provides highly specialized care to critically ill children, from newborns to adolescents. As one of the largest pediatric programs of its type in the country, we have 72 pediatric critical care beds and serve as a Level I Pediatric Trauma Center, certified by the American College of Surgeons. Level I verification is granted to hospitals that provide the highest quality of care and are involved in injury prevention, research and education.

Children’s is recognized nationally and internationally as a leader in many areas of pediatric care. Our excellent care and outcomes are due in large part to the specially trained pediatric critical care physicians and pediatric nurse practitioners available 24 hours a day, seven days a week to respond to patient and family needs.

Through the years, Briggs & Al’s Run & Walk has raised more than \$13 million dollars for our Critical Care program through strong community and corporate support. Corporate sponsors and the pledge campaign conducted by our patient families and friends are vital components of the event. Your involvement makes it possible for us to provide exceptional care to some of the sickest kids. Thank you.

## TEAM CAPTAIN CHECKLIST

- Choose a team name.
- Register as a team captain.
- Set a pledgeraising goal.
- Recruit team members by Thursday, Aug. 23.
- Submit T-shirt back print by Thursday, Aug. 23.
- Pledgeraise.
- Pick up team race packets at the Children’s Hospital Warehouse Friday, Sept. 7, or Saturday, Sept. 8.
- Distribute race packets to team members.

### FUN EVENT FACTS

Did you know more than 70 percent of our registrants participate on a team?

## HOW TO FORM A TEAM

### 1. Choose a team name.

**2. Register as the team captain.** Register online at [alsrun.com](http://alsrun.com). Once you have created your team, email the registration link and your team name to members.

**3. Set a pledgeraising goal.** Last year's top pledgeraising team, Battle Back Jack, raised more than \$30,000. Aim high and communicate your goal to team members.

**4. Recruit team members.** Invite family, friends and co-workers to join your team. Team Go Joe! and Katie Mac's Tour De Coeur had 94 team members in 2011. Check out the recruitment tips on Page 4 for ideas to increase your team size.

**Team members must be registered by the team deadline – 5 p.m. Thursday, Aug. 23. Additional team members and changes to your team cannot be accepted after the deadline.**

**5. Pledgeraise.** We ask all team members to raise at least \$100. Your registration fee covers the cost of your participation in the event. Your gifts through pledgeraising help fund our care for kids. Be sure to check out the pledgeraising tips on Page 4 for creative ideas.

### Participant Center

Encourage team members to use their Participant Center for pledgeraising. It is the fastest and easiest way to raise money. Log in and go to your Participant Center where you can customize your personal page and use the online tools to send emails to your friends and family asking for their support.

### Matching gifts

Increase your contribution. Find out if your company has a matching gifts program and encourage team members to do so as well.

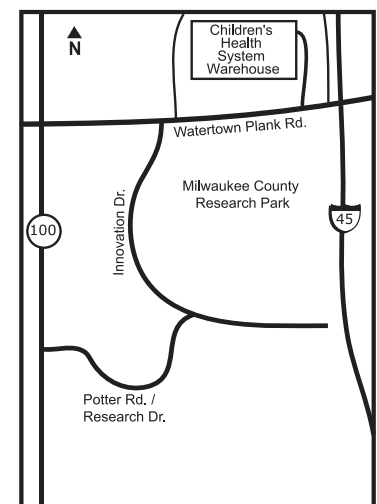
**6. Submit team T-shirt back print by Thursday, Aug. 23.** Team T-shirt back prints are available for teams with 10 or more people. Simply submit electronic black-and-white artwork by email to [alsrunbackprint@chw.org](mailto:alsrunbackprint@chw.org) by 5 p.m. Thursday, Aug. 23. You must include your team name in the email subject line. T-shirt back print guidelines are:

1. Black-and-white (no color) electronic artwork only. Preferred formats: PDF, TIFF or JPEG files with a minimum resolution of 200 dpi.
2. Maximum imprint area is 9 inches wide by 11 inches high for teams with a mix of adults and children. For adult-only teams, the maximum imprint area is 12 inches by 12 inches.
3. Toddler shirts (size 2-4) will not receive a back print.

**7. Pick up team race packets.** Team race packets will be available to team captains for pick up at Children's Hospital Warehouse from noon to 5 p.m. Friday, Sept. 7, and 9 a.m. to 2 p.m. Saturday, Sept. 8. Team race packets must be picked up on these dates.

Children's Hospital of Wisconsin Warehouse (see map at right)  
10310A W. Watertown Plank Road  
Wauwatosa, WI 53226

**8. Distribute race packets to team members.**



## RECRUITMENT TIPS

- **Have goals:** Set a team member goal for yourself as the captain. Remember, you need 10 team members to qualify for a team T-shirt back print.
- **Dedication:** Dedicate your team to a Children's Champion. As you recruit, tell their story. Don't have a champion? Call (414) 266-1520 and we can introduce you to a family who can help your potential team members see why it is so important to join this cause.
- **Go online:** Rev up interest through your Facebook and Twitter accounts. Create an event and invite your friends to join. Put information about your team and why people should join in your employee newsletter.
- **Personalize:** Send a personal email to your family and friends. Share what motivated you to create a team and let them know how they can join.
- **Wellness:** If your company has health incentives, talk to someone involved in the program and see if he or she can promote your team as a "healthy" option.
- **Grab some accomplices:** Ask them to support your team by sending their own personal email to their circle of friends to ask that they consider joining.
- **Party time:** Hold a recruitment party by inviting team members and asking them to each bring two people.
- **Promote event in "waves:"** Hang recruitment posters the first week, distribute fact sheets the second week, publish a newsletter announcement the third week and distribute a recruitment flier the fourth week. Keep your team in people's minds.
- **Staff meetings:** Present your efforts at an all staff meeting. Children's Hospital staff is available to speak to your group about the run and walk. To schedule a presentation, call (414) 266-1520.
- **Business cards:** Create team captain business cards. Include your name, team name, the event, your contact information and the registration link. As you are out recruiting these will be a helpful way to relay information to potential team members.

## PLEDGERAISING TIPS

- **Develop a plan:** Once you've recruited your team members, it's time to determine your pledgeraising goal. Set a goal and make sure to communicate it to your team members.
- **Update:** Send out weekly updates to your team members. Let them know if anyone new has joined the team and also how close the team is to reaching its goal. Highlight a team member that has done something creative to raise pledges to help motivate other team members.
- **Share your story:** If you have a personal experience with Children's Hospital, share it! Use photos and videos to really bring the situation to life for others.
- **Post and tweet:** Use your Facebook and Twitter accounts to share your story and ask for donations. On your page you can advertise events that you are holding or direct others to your personal Participant Center where people can make online donations to your team.
- **Participant Center:** Log in and go to your Participant Center where you can customize your personal page and use the online tools to send emails to your friends and family asking for their support.
- **Involve the community:** Ask local businesses to sponsor your team. Look into local restaurants that will give a portion of their proceeds to your team.
- **Matching gifts:** Ask your employer to sponsor the team. Inquire if the company supports a matching gifts program.
- **Incentivize:** Devise your own top pledgeraising incentives for members of your team.
- **Pledge prizes:** Remind your team members their registration fee covers the cost of their participation in the event. Their gifts through pledgeraising help fund our care for kids. Pledge prizes start at \$100 raised.
- **Thank you:** Thank your team members for all their efforts. Send out a thank you email as they reach their individual pledgeraising goals or secure a large donation for your team.

# BRIGGS & AL'S RUN & WALK FOR CHILDREN'S HOSPITAL



For more information contact



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*Boston Store*





## Liz Faraglia

Age 21

Cedarburg, Wis.

Liz was a high school senior with high hopes of attending the famed New York University's Tisch School of the Arts. Those dreams were shattered in October 2007 when a car accident nearly claimed her life. Liz was flown to Children's Hospital of Wisconsin by Flight for Life. Although she was wearing her seat belt, Liz suffered many injuries, including a skull fracture and brain bleed, damage to her radial nerve, broken thigh bone, shattered bones in her arms and a broken knee.

Liz was hospitalized for seven days and had four major surgeries. Doctors used plates, pins and rods to repair her broken bones. Liz returned to school after Thanksgiving break, but she needed a wheelchair to get to classes. Her physical and occupational therapies continued for nearly 4 years after the accident. Liz has fully recovered, and today she is a senior at the Peck School of the Arts at the University of Wisconsin-Milwaukee. She is doing what she loves most – participating in theatre and performing. Liz will graduate in May 2013 with honors. "I am forever grateful for the care I received at Children's," said Liz. "The doctors and nurses, especially those in the Orthopedic Clinic, helped me recover so I can live my dream of moving to New York City and pursuing a career in acting."

### FUN EVENT FACTS

Did you know it takes more than 400 day-of volunteers to put on Briggs & Al's Run & Walk?



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