



SSM Health
Cardinal **Glennon**
Children's Hospital

2024 SUN RUN TEAM CAPTAIN TOOLKIT



OUR MISSION

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

Thank you for signing up to be a Team Captain for the 2024 Sun Run! As a Team Captain, you are a critical member of our 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 the children in our community. Your success as a Team Captain helps our caregivers make sure that a child’s health will never stand in the way of their dreams.

This packet will provide you with all the tools you need to build your fundraising team. Please do not hesitate to reach out with questions or concerns.

Thanks for your support!



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



\$15,000

Child Life supplies for one year

\$3,000

Mannequin for simulation training



children turned away



\$5,000

One month of interpreter service (more than 25 languages are spoken by our families)



\$4,000

Telepresence robot for Shining Star School



Now that you know a little more about SSM Health Cardinal Glennon, it's time to dive into growing your team page! As a Team Captain, you will want to 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 by using the share buttons located on the right side of the team page. These links will bring them directly to your page and make getting signed up even easier!

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

1. **Join Your Team** – Clicking the 'Join Team' button will take them to a registration page where they can sign up to participate in the Sun Run. Once their registration is completed, they will automatically be added to your team!
Important Note: All registrants will receive an individual fundraising page that they can 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 out? When visiting your team page, have them click the 'Donate' button and they will be taken to a secure page where they can quickly make a one-time gift.

Put Your Team to Work!

Reach out to people who join your team and encourage them to help support SSM Health Cardinal Glennon. Whether it's via email, social media, texts or a phone call, your teammates can help your team grow to new heights.

Remember to say thank you to anyone who joins your team. Let them know that you appreciate their willingness to support SSM Health Cardinal Glennon!



FUNDRAISING REWARDS

Captains' Club - Raise \$5000 or more on your team page and you will be welcomed into our 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 \$5000 or more will also 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 Sun Run beanie, \$500 to get an SSM Health Cardinal Glennon travel backpack and at \$1000 you'll receive JBL wireless earbuds!





SUGGESTED SOCIAL MEDIA & EMAIL COPY

Social media and email are great platforms for you 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 also 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. [CLICK HERE](#) to access even more fundraising resources, including additional social media and email copy.

Join My Team Copy – I encourage all of you to join [INSERT TEAM NAME HERE] for the 2024 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’ button 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 out by supporting [INSERT TEAM NAME HERE] as part of the 2024 Sun Run to benefit SSM Health Cardinal Glennon Children’s Hospital. Since opening their doors in 1956, SSM Health Cardinal Glennon has remained steadfast in their commitment to exceptional and accessible health care. The process is fast, simple and secure. All you need to do is follow the link below and click the ‘donate’ button 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 people to donate? Try sharing one of many 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 all your team members to take your fundraising to new heights!

Important Dates To Remember

- **Monday, July 8** – Sun Run 2024 public launch
- **Sunday, September 29** – Cut-off date for virtual registration and to guarantee shirt size
- **Sunday, October 13** – Event day and cutoff date for fundraising rewards

Need A Helping Hand? – Please reach out to becca.polizzi@ssmhealth.com with any questions or concerns about how to reach your fundraising goals.