



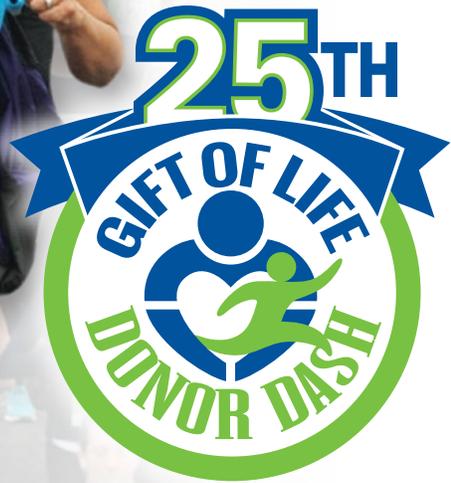
COMMEMORATE. EDUCATE. CELEBRATE.

25th Anniversary Gift of Life Donor Dash

April 24, 2022 5K RUN | 10K RUN | 3K WALK



Team Captain
Handbook



Philadelphia Museum of Art
DonorDash.org



The Donor Dash celebrates the life-saving power of donation and honors all of the donors who make it possible.

Since 1996, *Gift of Life Donor Program*, along with its dedicated volunteers, has hosted the Donor Dash to promote organ and tissue donation, and to raise funds to educate the community about the critical need to register more organ and tissue donors.

All proceeds from the Donor Dash benefit Transplant Foundation, the charitable foundation supporting the mission of *Gift of Life Donor Program*. Funds raised at the Donor Dash support programs and activities to increase organ and tissue donor awareness, including sponsorship of Team Philadelphia's participation at the Transplant Games of America, and programs and activities in support of donor and recipient families, including the Gift of Life Family House. For more information on programs the Donor Dash supports, visit DonorDash.org.

By supporting *Gift of Life* and the Donor Dash, you will help raise awareness about the critical need to increase the number of registered organ and tissue donors. We are looking for Team Captains like you to help make a difference in the lives of those affected by organ and tissue donation.





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EVENT INFORMATION

Important Dates

Online Registration Closes

- 3K Walk

Saturday, April 23, 2022 at noon

- 5K & 10K Run

Monday, April 18, 2022 at noon

- Virtual Runners

Sunday, April 24, 2022 at noon

Must register by April 1st to receive items before the event.

Anyone registered after April 1st will receive their items post event.

Pre-Dash Packet Pickup

Saturday, April 23, 2022 9 a.m.– 2 p.m.

Day of Event Schedule

Sunday, April 24, 2022

Registration opens 6:00 a.m.

10K Run begins 7:10 a.m.

5K Run begins 7:20 a.m.

Kids Fun Run begins 7:45 a.m.

Stage Show begins 8:00 a.m.

3K Walk begins 8:30 a.m.





EVENT INFORMATION

continued

Online Pricing

3K Walker (ages 6-13).....	\$15
3K Walker	\$30
5K/10K Runner	\$35
Virtual Walker/Runner	\$35

Day of Event Pricing

3K Walker (ages 6-13).....	\$15
3K Walker	\$35
5K/10K Runner	\$40
Virtual Walker/Runner	\$35

* **Please note** there are no refunds for the Donor Dash. You can switch races with no additional charges, but there will be an upcharge to switch from the 3K walk to a run.

Day of Event Checklist



Team T-Shirts



Water Bottles



Sunscreen



Snacks



Running Accessories



**Sitemap/
Parking Info**



**Sunglasses
or Hat**



**Additional
Donations**



Help us **commemorate, educate** and **celebrate** those who gave, await and received the gift of life.



DONOR DASH ACTIVITIES

There is lots more to do on the day of the Donor Dash than walk or run!

Things To Do



Team Signs Stop by the team sign area to pick up your team's sign and team stickers that best represent your team.

Team Pictures Team pictures are on a first come, first-served basis. There will be photographers at the foot of the Art Museum steps ready to take your team's photo!

Kids Fun Run Kids ages 6 and under can compete in a mini-Dash in front of the Art Museum steps at 7:45 a.m.

The Family House Fun Zone Bring the kids over to the Family House Fun Zone where there will be activities including face painters, arts and crafts and much more!

Sponsor Tables Stop by our Donor Dash sponsor tables to learn about our community partners and get cool and exciting giveaways.

Sign Up as an Organ Donor If you or any of your teammates are not registered organ donors yet, you can sign up at the *Gift of Life* tent.

Donor Family Central Located at the steps of the Art Museum, stop by to learn more about all of the resources Family Support Services provides to the community.

Featured at the Donor Family Central:

- **Threads of Love Memorial Quilts** will be on display featuring personalized quilt squares for those who have given the gift of life.
- **"I Dash for..."** signs will be available to donor families to honor their loved ones. Bring a photograph of your loved one and use our supplies to create your sign to carry during the walk.
- **A Donor Dash Tribute Line** will be available for all Dash participants to showcase why they Dash.





MANAGING YOUR TEAM ONLINE

Personalizing Your Page

Share your experience by adding photographs to your page and telling your personal story.

- Set a team fundraising goal and a team recruitment goal.
- Send emails to your friends, family and co-workers to join or sponsor your team.
- Track fundraising and recruitment progress.
- Check team rankings to see how your team compares to others.

The screenshot shows a Facebook team page for 'Gift of Life Dash to Save Lives!'. The page features a header with the team name and a 'Dash to Save Lives!' tagline. Below the header, there are sections for 'LEADERS' and 'MEMBERS'. The 'LEADERS' section includes a 'JOIN TEAM' button, a 'DONATE' button, and a progress bar showing '\$0 Raised' out of a '\$500' goal. The 'MEMBERS' section lists four team members with their respective roles: 'MOST DONORS', 'MOST RAISED', 'WEEKLY WINNER', and 'MOST ACTIVITY'. A 'Campaign' section highlights the '25th Annual Gift of Life Donor Dash' with a goal of '\$0 / \$230,000'. A 'Team Rank' section shows the team's current ranking as '1. Gift of Life' with '\$0' raised. The 'STORY' section contains a welcome message and a list of team goals: 'Help bring awareness of organ and tissue donation to every neighborhood', 'Celebrate the life-saving power of transplantation', 'Honor our heroic donors and compassionate donor families', and 'Celebrate the generosity of our community, which has led our nation in organ donation for 13 consecutive years'.

Need help?

Email Dash@donors1.org for your login credentials.





MANAGING YOUR TEAM ONLINE

continued

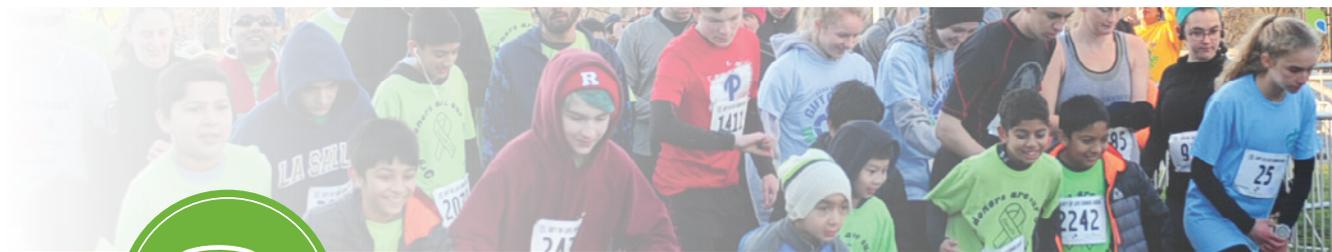
Facebook and Instagram are great tools for fundraising and building your Donor Dash team!

Utilizing Social Media

- Invite your Facebook friends and Instagram followers to join your team or make a contribution.
- Post status updates about the event with a link to your Donor Dash Team Page.
- Create a Facebook group for your team to communicate with each other.
- Create a special profile photo and/or cover photo advertising the event (or make your profile photo a shot from last year's Donor Dash).
- Post photos from last year's event so everyone can see how much fun it is!
- Post on your friends' pages about the Donor Dash.

Join our Team Captain Facebook Group! This is a great opportunity to meet and communicate with other Donor Dash Team Captains. To join, visit bit.ly/DonorDashCaptain.





FUNDRAISING AND MOTIVATION

After you create your team and set a goal, the next step is to start collecting donations!

Ways to Fundraise

An effective way to receive individual or team donations is to write a letter or email to your family and friends, asking for their support. Keep in mind that a personal message is always best. Your supporters can donate directly to your personal or team page or they can send a check to *Gift of Life*, and it will be credited toward your team's fundraising goal. To find your team online, your supporters can enter your name under "Search Participants/Teams" on the Donor Dash website: DonorDash.org. To help manage your offline donations, visit Team Captain Central on the Donor Dash website and download a Dash Donation form. All checks should be made payable to "Transplant Foundation" and mailed to:

Transplant Foundation
ATTN: Donor Dash
401 N. 3rd Street, Philadelphia, PA 19123

Fundraising Ideas

- Host a bake sale or car wash
- Bring a change jar to work
- Collect donations for a dress down day
- Collaborate with a restaurant to have a percentage of the proceeds donated
- Organize a yard sale



Help us **commemorate**, **educate** and **celebrate** those who gave, await and received the gift of life.



FUNDRAISING AND MOTIVATION

continued

Motivate Your Team

1. Share information through social media.
2. Dedicate your team to a donor or recipient. Share their story on your team page.
3. Set a fundraising goal and make it known to your team on your Donor Dash page.
4. Donate to your own team to get the ball rolling.
5. Create a great team t-shirt and enter the team t-shirt contest.
6. Encourage your team members and celebrate when you hit big milestones on the way to your goal!
7. Hold team meetings to keep each other motivated.
8. Work out together. Find a team partner with whom to train.
9. Host fundraisers and parties throughout the year in support of your team.
10. Hold a pre-Donor Dash pep rally to build enthusiasm for the Dash!

Fundraising Incentives

Individuals who fundraise and meet these levels will receive a special Donor Dash incentive prize! Check your email and texts for more details.

\$250-\$499



\$500-\$999



\$1,000 and up



Donor Dash Team Village

Each Donor Dash team that raises more than \$5,000 will be invited to our new Team Village! The Team Village will include tables for easy team meetups and special day of amenities.



Help us **commemorate**, **educate** and **celebrate** those who gave, await and received the gift of life.



CONTESTS

Largest Team Contest

We will have two contest winners for Largest Team—Largest Community Team and Largest Corporate Team. This ongoing contest will end on Wednesday, April 20 at noon. Winners will receive day of event amenities including a tent with tables and chairs and a dedicated *Gift of Life* concierge to cater to your day of Donor Dash needs.

Team T-Shirt Contest

- Tell your team’s story through a t-shirt. The winner will receive a special prize and will be announced on stage during the award ceremony at the Donor Dash. Your team will also be featured on *Gift of Life’s* Facebook page.
- Teams can submit t-shirt designs now through **Friday, April 15 at 5 p.m.** Email your shirt designs to info@donors1.org. All shirts will be posted on our [Gift of Life Facebook Page](#) on Monday, April 13. Share with friends and family and encourage them to “like” your design. The shirt with the most likes will win!
- Voting will begin on **Monday, April 18** and close on **Friday, April 22!**

Team Captain Benefits

If you have 25 people or more on your Donor Dash team, you will receive an embroidered Top Team Captain jacket.





DONATE LIFE MONTH CHALLENGE

Complete tasks to earn points and win prizes all while increasing awareness about *Gift of Life* and its life-saving mission.

Join the Donate Life Month Challenge!

Use the Donate Life Month Challenge scorecard to keep track of the tasks you complete. Each task is a fun and unique way to join *Gift of Life* in celebrating Donate Life Month. This scorecard can be filled out digitally or you can print it at home to complete.



Each task completed earns you points to redeem great prizes! Prizes build on each other, so the more points you earn the more prizes you will receive. For example, if you complete tasks worth a combined 250 points, you will receive all three prizes.

- Level 1 – 75 points** *Gift of Life* Blanket
- Level 2 – 150 points** *Gift of Life* Coffee Mug
- Level 3 – 250 points** *Gift of Life* Sweatshirt



We encourage participants to recruit friends and family to take part in the challenge with you. Have fun and be creative!

The Donate Life Month Challenge will run during March and April.

All scorecards are due May 13th. Each task can be completed multiple times, but you will only receive points once. When you finish the tasks you would like to participate in, send your scorecard to the *Gift of Life* team via events@donors1 or mail to:

Gift of Life Donor Program, Attn: Donate Life Month Challenge, 401 N. 3rd Street, Philadelphia PA 19123

The *Gift of Life* team will tally up the points and send out your Donate Life Month Challenge prizes. Please allow 4-6 weeks after the Donate Life Month Challenge scorecards are due to receive your prize.





PACKET PICKUP/CONTACT US

RSVP for **faster** and **easier** packet pickup!

Packet Pickup Information

Pick up your Donor Dash materials before the event at *Gift of Life Donor Program* (401 N. 3rd Street, Philadelphia, PA 19123):

- Saturday, April 23, 9 a.m. – 2 p.m.

Team Captains can pick up their teams' Donor Dash shirts and race bibs before the event. Please note, when you pick up materials for your team members, you will be responsible for distributing the items. Team Captains must RSVP to pick up for their team by Monday April 18th. Only participants registered by April 18 will be included in your materials.

Email Dash@donors1.org to RSVP.

Contact Info/ Follow Us

For more information about the Donor Dash, email us at Dash@donors1.org

401 N. 3rd Street
Philadelphia, PA 19123
Phone: 215-557-8090
donors1.org

Follow and tag *Gift of Life Donor Program!*



[@donors1](https://www.instagram.com/donors1)



[@donors1](https://twitter.com/donors1)



facebook.com/donors1



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