



WALK with the HEART of a CHILD



# Team Captain Playbook

**SATURDAY | MARCH 29, 2025**  
**CRAIG RANCH REGIONAL PARK**



# A note From our Executive Director



Thank you for your commitment to Children's Heart Foundation! It makes a tremendous difference for the children in our community.

You provide a safe place for children diagnosed with a Congenital Heart Disease (CHD), and a support system as they navigate their difficult journey. We are proud to serve hundreds of families every year with quality of life programs, financial assistance, education, and advocacy. Our hope is that all families feel supported, comforted, and cared for, easing their sense of isolation and overwhelming feelings.

CHDs are not curable and affect one out of every 100 children, surpassing many other common childhood diseases. A child with a CHD faces many challenges throughout his or her life, and many require surgery in the first few weeks of life.

Because of philanthropists like you, we are able to ease the burden for so many families facing this common childhood birth defect. Thank you for helping our community's littlest hearts!

*Melissa Cipriano*

Executive Director

# About Children's Heart Foundation



## Our Mission

Children's Heart Foundation is committed to making a difference in the lives of heart families through emotional, educational, and financial support to inspire a higher quality of life for all.

## Our History

Heart problems in children are surprisingly common. They are, in fact, the most common type of birth defect and the number one cause of death during the first year of life. Nearly twice as many children die from congenital heart disease in the United States each year as die from all forms of childhood cancers combined.

Children's Heart Foundation was founded by a unique and passionate group of parents and Nevada pediatric cardiologists who have gained firsthand knowledge of the emotional and financial toll exacted by a child's heart condition. All are eager to provide appropriate services for heart children and their families.



# What is Congenital Heart Disease?

Congenital heart defects (CHDs) are present at birth. They include abnormalities in the heart's structure, electrical system and other abnormalities that affect the function of the heart.

CHDs are 60 times more prevalent than childhood cancer.

CHDs are the leading cause of birth defect-associated infant illness and death.

In the United States, twice as many children die from congenital heart defects each year than from all forms of childhood cancer combined, yet funding for pediatric cancer research is five times higher than funding for CHD.

Of every dollar the government spends on medical funding only a fraction of a penny is directed toward congenital heart defect research.





# Creating Your Team & Fundraising Page



## CREATE A TEAM!

Teams are the heart and soul of our Walk. They not only contribute to the event's spirit and sense of community, but also raise funds towards our shared goal; to help raise awareness for children diagnosed with a Congenital Heart Disease (CHD). That is why TEAM fundraising is so important. It helps the Children's Heart Foundation funding so we can continue to provide programs for children with CHDs and their families. Follow these easy steps below to get started on your walk registration.



Visit: <https://p2p.onecause.com/heartwalk2025>  
Then click "Join" or "Start a Team" at the bottom of the page.



### Join a Team or Start Your Own Team Section:

- **If you are joining an existing team**, simply type the team name in the "existing team to join" section. When the team name self populates, click on the team name.
- **If you are the Team Captain** and creating your team, enter your team name, where it says "Start Your Own Team", then click Start Team.
- **If you are an individual**, not joining a team, click on the "Individual" button.



### Discount Code For Heart Families

Discount Code for Heart Families: If you are a heart family, you will receive a special code by contacting our offices. This code is for immediate family members only and should not be shared. Your heart hero will receive a complimentary t-shirt, so make sure when you register them, you choose "Heart Patient" and their appropriate size in the drop down menu.



### Enter Your Information

Enter your information and answer all of the questions. You will be asked to enter your t-shirt size, **please note that in order to receive a T-shirt, you must raise a minimum of \$50.**

Your registration amount will go towards your fundraising totals, so all you have to do is raise a little bit more to qualify.



Now that you are registered,  
let's talk about Fundraising!



# Fundraising 101



Thank you for your participation in the 22nd Annual Walk with the Heart of a Child. It's easy to get started raising money and bringing awareness to Congenital Heart Disease (CHD). The programs that we provide to our heart families cannot happen without the help from our donors. Here are some easy steps to help build your momentum for a successful fundraising team!

## TELL YOUR STORY!

Your passion and enthusiasm are contagious. Personalize your fundraising page by uploading a photo and sharing your story about why you are walking. People have tripled their fundraising with this simple step.

## LEAD BY EXAMPLE

Be the first to donate! Make a personal donation to your fundraising page today. People will see how committed you are when they see you are donating as well.

## REACH OUT FOR SUPPORT

Invite friends, family members, and colleagues to participate with you by either joining your team or donating to your fundraising page. Send an email, which includes a link to your personal fundraising page. Remind them how their donation isn't only tax deductible, but it is also helping local families with financial assistance, support groups, community outreach, sending kids to Camp Mend-a-Heart, and other helpful programs for families of children with CHDs.

## SHARE YOUR CAMPAIGN

Reach your friends fast by posting your personal fundraising link to Facebook, Instagram, Twitter, LinkedIn, and other social media networks. Be sure to tell them why you are fundraising!

## PERSONAL FUNDRAISING VS. TEAM FUNDRAISING

Be sure to send out your **personal fundraising link** instead of your team fundraising link when you are asking for donations to meet your own personal fundraising efforts. Your personal fundraising link will allow you to earn incentives for your donations. **ALL** of your personal fundraising will be added to your team total so your team will receive credit too.

## TRACK YOUR PROGRESS

Track your progress against your goal. Raise \$50 to receive a commemorative shirt and raise even more to receive other great incentives!



# Fundraising Incentives For Individual Fundraising



**\$50**

**22nd Annual Walk with the Heart of a Child Commemorative T-shirt**



**\$250**

**CHF Branded Crossland 20-Can Outdoor Cooler & 22nd Annual Commemorative T-shirt**



**\$500**

**CHF Branded Portable Refrigeration Cooling Hand Fan, CHF Branded Cooler & Commemorative T-shirt**



**\$1,000**

**CHF Branded Sweater Fleece Jacket, CHF Branded Portable Refrigeration Cooling Hand Fan, CHF Branded Cooler & Commemorative T-shirt**

*\*Please note, incentive prizes will be awarded to individuals who personally fundraise. Deadline date to qualify for all incentive levels is March 5, 2025 at 5:00 pm. Fundraising totals will be taken from the individuals personal fundraising page, not team fundraising page, on March 5, 2025 at 5:00 pm. Team fundraising does not qualify you for incentives. Only personal fundraising qualifies for incentives.*



# FUNdraising Ideas



## GIFT MATCHING

- 1 Many companies will match donations made by their employees. Ask your company if they have a similar program. Then ask your co-workers to donate and fill out the appropriate forms. You can turn those \$25 donations into \$50 donations.

## GARAGE SALE

- 2 Ask team members, friends, family members, co-workers and neighbors to donate unwanted items and host a Saturday morning garage sale to benefit your walk team. Garage sales can raise anywhere from \$100 to \$2,000 in just hours.

## PARTIES

- 3 Everyone loves a good excuse to go to a party. Throw a fun party, but think about adding an entry fee, silent auction, etc. Or, host a jewelry, Pampered Chef or other home product party and ask the sales representative to donate 20% - 50% of sales to your team.

## BIRTHDAYS

- 4 Have an upcoming birthday? Ask for donations instead of gifts. Facebook is great for this. Let CHF know if you have created a Facebook Fundraiser so we can be sure the funds go to your personal fundraising page.

## GET YOUR CHILDREN INVOLVED

- 5 People have a hard time saying no to kids. Ask your children, niece, nephew or cousin to help you fundraise by hosting a lemonade stand. Have children draw a picture of a heart and send it to family, friends, etc. asking for a donation. Most households have spare change lying around...send the kids on a spare change scavenger hunt.

## GET CRAFTY!

- 6 Make something to sell.

There are many ways to raise funds for Children's Heart Foundation. Don't be afraid to be creative and to ask. People will pay to have a good time and help a good cause.

Please be sure to contact Melissa or Jill at 702-967-3522 so we can give you tips, strategies and ideas to make your fundraising event more successful.

**Have a successful fundraising tactic or idea? Share it with us so we can add it to the list.**

## Fundraising at Work

### DRESS DOWN DAYS

Ask your boss if you can host a Dress Down Friday or a Jeans Day. Employees pay to dress casually or wear jeans. You can designate Friday as Casual for Cures day!

### COMPANY BAKE SALE

Host a bake sale for your office or for your building. Ask employees to donate items to sell and make sure to advertise, advertise, advertise! Great tip – don't price items. Just ask for a donation and tell them it's going to Children's Heart Foundation. Some people might give you \$20 for a cookie – we've seen it happen.

### SPARE CHANGE BUCKET

Create a spare change bucket and choose a time to go around the office and ask everyone to donate the spare change they have in their wallets. Do this weekly and watch the coins stack up.

### PARKING SPACE DRAWING

Does your CEO have a reserved space? Ask him or her to raffle it off for a week or a month.

### ICE CREAM SUNDAES

Similar to the bake sale idea, ask a local grocer to donate some ice cream and charge co-workers \$3 or more to make their own sundae one afternoon. This also works great for Root Beer Floats.

### VACATION DAY DRAWING

For a donation of \$10-\$20 employees can enter for a chance to get a day off.

### EXECUTIVE DUNK TANK OR PIE THROWING EVENT

Employees make a donation for each toss.



# Retail Partnerships



## GET YOUR FAVORITE RETAILERS INVOLVED!

Some teams are using retail partnerships to raise money for their team. We all have establishments we frequent. Reach out to those businesses and see if they are willing to join you in raising money for Children's Heart Foundation. You and/or your team will receive credit for all money that is raised through a retail partnership. We have several retail campaigns happening now:

## Retail Partnership Ideas

**Fundraising Night** – Restaurants will usually donate 10-25% of the bill

**Paper Heart Icon** - Companies sell special Heart paper icons at registers for a minimum donation of \$1.00

**Give a \$1; Save a \$1 Coupon** - Customers purchase a coupon for a minimum \$1 donation and receive a savings at their next visit to the store

**Round-up** - Suggest to customers that they round up their purchase total to the nearest dollar

**Credit Swipe** - Customers can add a minimum \$1.00 donation onto their bill when paying by credit or debit card

**Customized Retail Partnership** - If none of the above work for a potential partner, we can build something that does

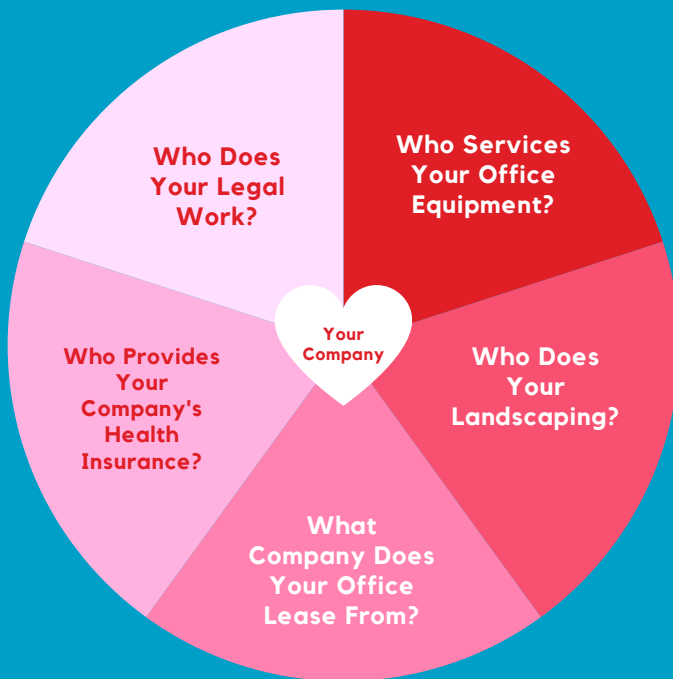
Work with the retailer to find a mutually agreed upon time frame for the campaign. Set specific start and end dates for the campaign; recommended time frame is 4-6 weeks.



# Do You Own a Business?



Do you own a company or work for a company? If you answered yes, who are the business partners that you work with? This is another great idea of how to raise money for your team.



## Business Partners

### Who are they?

The companies a business works with regularly. *All companies have business partners.*

Ask someone in your Accounts Payable department for names of those who receive monthly checks from your company.

Let them know your company is an active participant in helping local families affected by Congenital Heart Disease (CHD). Ask them for a donation in the amount of 1% - 5% of the annual business you give them.





# Team Captain Checklist



## Sign Up for the Walk

*Create or Join a Team and establish a fundraising goal!*



## Share it with your friends, family and co-workers!

*Encourage your network to join your team and help you reach your goal.*



## FUNdraise!

*Set up your fundraising page, and don't forget to tell your story about why CHF matters to you!*



## See you at at the Walk!

*Enjoy the 22nd Annual Walk with the Heart of a Child on March 29, 2025!*



# 22ND ANNUAL WALK WITH THE HEART OF A CHILD



WALK with the HEART OF A CHILD



March 29, 2025 | Craig Ranch Regional Park

REGISTER TODAY



Thank You to our Sponsors



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