



Children's
of Alabama®

TEAM CHILDREN'S GUIDE



WHAT IS TEAM CHILDREN'S?

Team Children's is a community of supporters who come together for a common purpose - to raise funds for Children's of Alabama. By fundraising through Team Children's, you can make an impact on the patients and families in our care today and in the future.

How to Get Started

Through our online platform, in just a few simple steps, you can create an individual fundraiser or support a friend's existing page. The online tools available make it easy to ask friends and family to join you in supporting the patients and families at Children's of Alabama.

Team Children's pages can be created for all types of fundraising activities. Whether you're celebrating a milestone or special occasion, honoring a loved one, participating in an athletic endeavour or want to get creative and fundraise your own way, it's never been easier to show your support for Children's of Alabama.

WHAT IS TEAM CHILDREN'S?

Select the participation type that best fits your fundraising efforts:

Honor or Memorial Fundraiser

- > Recognize a special person in an easy but impactful way.

Special Occasion Fundraiser

- > Dedicate your special day (birthday, anniversary or other milestone) back to Children's of Alabama by raising funds for our mission.

Challenge Fundraiser

- > Challenge your community to raise a specific amount, and when the goal is met you agree to do something funny or exciting...dress as a superhero or cartoon character for a day, dye your hair blue, take a cold plunge or anything else you wouldn't normally do!

Community Event Fundraiser

- > Create an online fundraising page in conjunction with your in-person community event as an additional way to collect donations.

Create Your Own Fundraiser

- > If your online fundraiser doesn't fall into any of the buckets above, this page is for you!

Once you decide your participation type, create your fundraising page by registering at give.childrensal.org/teamchildrens. Then, ask your friends and family to make a charitable donation and join you in supporting the patients and families at Children's of Alabama.

STEPS TO SUCCESS!

Step 1 - Use your Participant Center to personalize your page

- > Upload a special photo or video that illustrates your reason for fundraising.
- > Share your unique Children's of Alabama story or what has inspired you to fundraise.

Step 2 - Set a fundraising goal

- > Make your goal challenging but attainable.
- > Lead by example and make a donation to your page. This jumpstarts your fundraising efforts and shows others you're invested in this cause!
- > Continue to increase your goal as you inch closer to it.

Step 3 - Share! Share! Share!

- > Create your own URL to make sharing your page simple.
- > Use the email tool in your participant center to reach your family and friends.
- > Spread the word on your social media channels utilizing the sample language provided.
- > Connect your fundraiser directly to your Facebook page, which makes it easy for your Facebook community to donate.

Step 4 - Thank your supporters

- > Don't forget to send thank you messages to your supporters. A great way to thank them is to publicly acknowledge their donation on social media.

PERSONALIZING YOUR PAGE

Step 1: After logging in, access your **Participant Center** in the top-right corner of the homepage. Scroll down to the blue **Me** tab to see all the ways you can personalize your page.

Step 2: Within the **Personal Page** box, elect **Edit Content** next to *Title*. This is where you can share why you're fundraising for Children's of Alabama by updating the Title and Body of your page. Be sure to click **Save** when you're done.

A few things to consider:

- > Are you/were you a Children's of Alabama patient at one time?
- > Do you have a connection to a Children's of Alabama patient or family?
- > Is there a special reason why you are fundraising for Children's of Alabama?

Step 3: Select **Update Media** next to *Photo/Video* in the Personal Page section to upload a special photo or video that illustrates your reason for fundraising.

- > To add a photo, select Photos from the drop-down menu then **Choose File** to locate a photo saved to your computer. Once you've located the image file, you can resize the photo and add a caption. Select **Save/Upload** to add the photo to your page.
- > To add a video, select **Video** from the drop-down menu then insert the YouTube URL for the video and select **Save**.

Step 4: To personalize your fundraising page URL, select **URL Settings** next to *Personal Page URL* and type an easy web address for your page.

Congratulations! You have now customized your fundraising page. Now, reach out to your community to start gaining support!



HAVE QUESTIONS?



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