



FOUR SEASONS PARKWAY RUN & WALK

Benefiting Cancer Research at The Children's Hospital of Philadelphia

Team Captain Timeline

6-8 weeks

- Register your team online at www.parkwayrun.com.
- Create your team and individual fundraising pages.
- E-mail friends, family and co-workers through your fundraising page and ask them to join your team.
- Set team and individual fundraising goals.
- Find out if your company has a matching gift program.

4-6 weeks

- Hold a team kickoff party.
- Continue to recruit people for your team.
- Share important information about the Four Seasons Parkway Run/Walk with your team members, including deadlines for registration. Register by **September 11th** to receive discounted registration.
- Start asking for donations.

2-4 weeks

- Hold a team fundraiser
- Continue to e-mail your team with updates about the Four Seasons Parkway Run/Walk.
- Follow up with your team members to see if they need any help registering on the Web site.
- Remind them that if 100 people are registered by **September 18th** your team will have its own tent on the Parkway.
- Check in with team members to see how their individual fundraising efforts are going.

1 week

- Make sure you have all the day-of details you need for the Four Seasons Parkway Run/Walk.
- Decide on a meeting place for the day of the event. If you have more than 100 team members you can meet in your team's tent!
- Collect any team donations that were not made online and mail them to:
The Children's Hospital Foundation/ Parkway Run
c/o Four Seasons Hotel Philadelphia
One Logan Square
Philadelphia, PA 19103
Attn: Parkway Run/Walk

Day of Four Seasons Parkway Run/Walk

- Meet up with your team in front of the Four Seasons.
- Parade down the Benjamin Franklin Parkway as a team.
- Turn in any additional contributions.
- Fill up on a Four Seasons breakfast!
- Enjoy the day!

After the Walk

- Congratulate and thank team members for their hard work
- Host a wrap-up party to celebrate your team success
- Send thank you notes to those who donated to you
- Mail in any additional contributions you receive
- Start planning for next year!