



race FOR every child 5K RUN/WALK

Participant Guidebook

Saturday, October 19, 2024



Children's National.



You help us elevate pediatric care for every child.

The Race for Every Child 5K Run/Walk unites our community around a common vision: a healthier future for kids. As a participant, you inspire others to join us in elevating pediatric care for every child.

You will fund world-class pediatric care and innovative research that leads to new treatments and cures.

As a nonprofit, Children's National Hospital relies on donations to power discoveries that improve children's lives. Together, we're improving the health and well-being of kids today and generations to come.

Thank you for your dedication to our patients and families!

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Role as a Participant

1. Register

Write down your log in information so you don't forget it. This is how you gain access to your participant dashboard, as well as the Race for Every Child App!

2. Fundraise

Kick-off your fundraising with a personal donation. Download the Race for Every Child App to make asking for donations from your network a bit easier. Learn more about the app on page 5.

3. Spread the word

Share on social media to let others know you're fundraising to support Children's National Hospital!

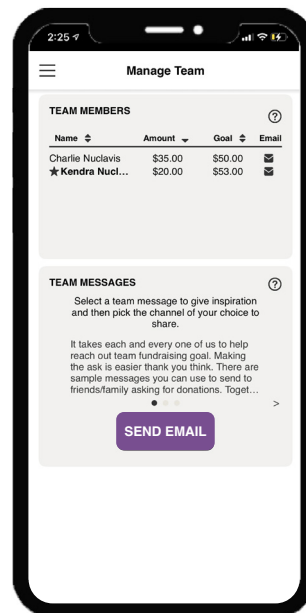
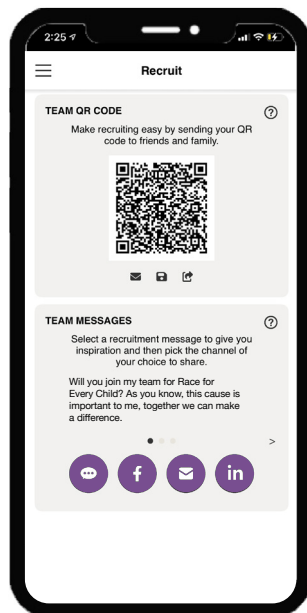
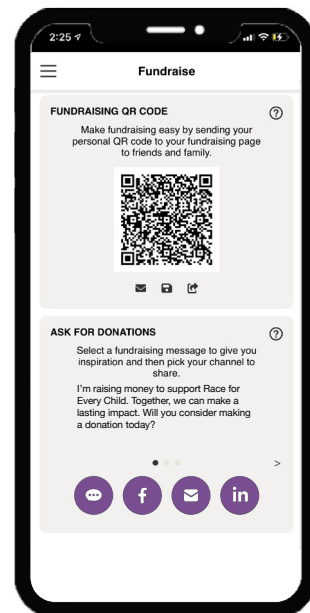
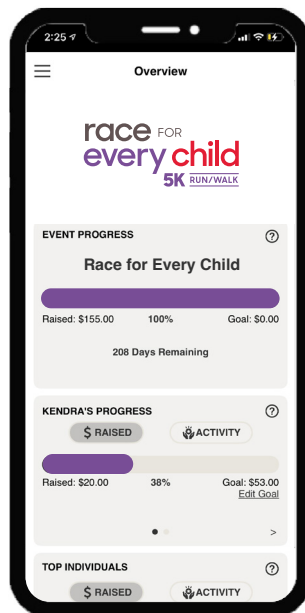
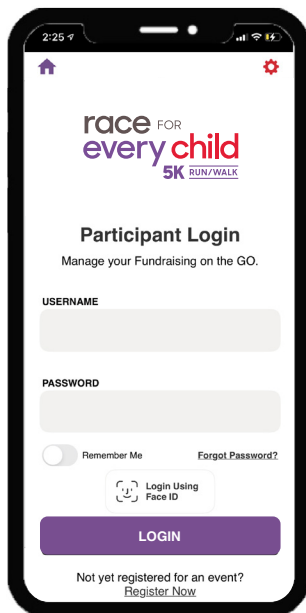


Steps for Success With Your Mobile App

Download our Race for Every Child App ([iOS](#) or [Android](#)). With the app, you can easily recruit and communicate with team members. You'll also get all the details you'll need for your Race Day.

More information below.

Race for Every Child App





Dates To Remember

Thursday, Sep. 12	Race Rally
Tuesday, Oct. 1	Deadline to switch registration to virtual or in-person
Sunday, Oct. 13	Free* registration closes at 11:59pm for in-person participants
Thursday, Oct. 17	Packet Pick-Up at Children's National Hospital (Geico Atrium) 11am - 7pm
Friday, Oct. 18	Packet Pick-Up at the JW Marriott 11am - 7pm Registration closes at 7pm for virtual participants
Saturday, Oct. 19	Race Day!
Tuesday, Oct. 31	Last chance for individuals (virtual or in-person) to qualify for our Recognition Program.

* In-person registration is free through Oct. 13. If registering Oct. 14-19 (through Race Day), there is a \$30 registration fee to join in-person for the 5K and Kids Dash. T-shirts are not included in this registration fee.

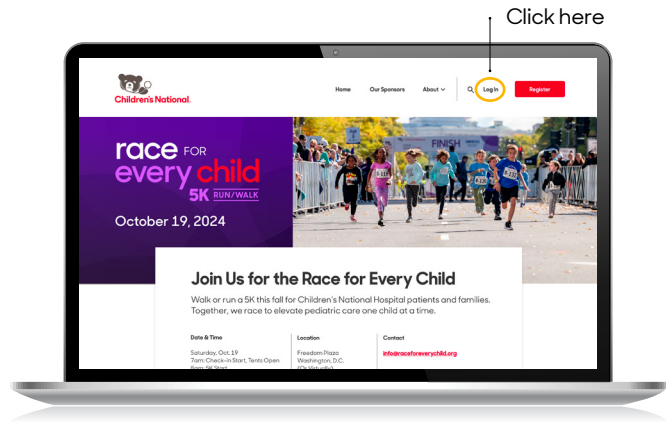
Participant Dashboard

Think of your participant dashboard as your online toolbox.

Log In

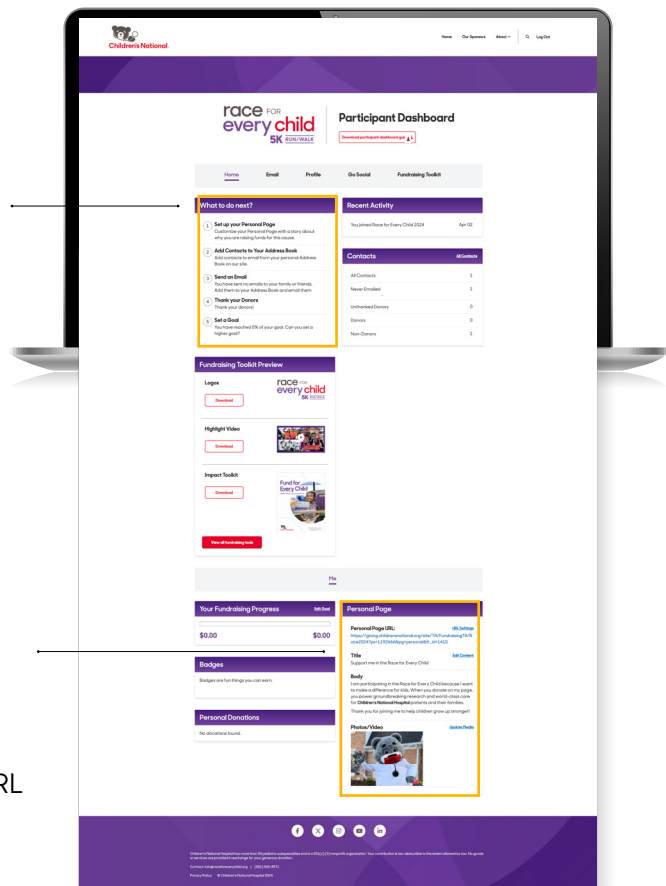
Once you register, you will use the same login information to access the tools and resources in your participant dashboard. **Click "Log In" on the top right corner of the website.**

RaceForEveryChild.org



Get started

The "What to do next?" section on the home page of your participant dashboard is the best place to start. **Follow these 5 steps to set yourself up for success.**



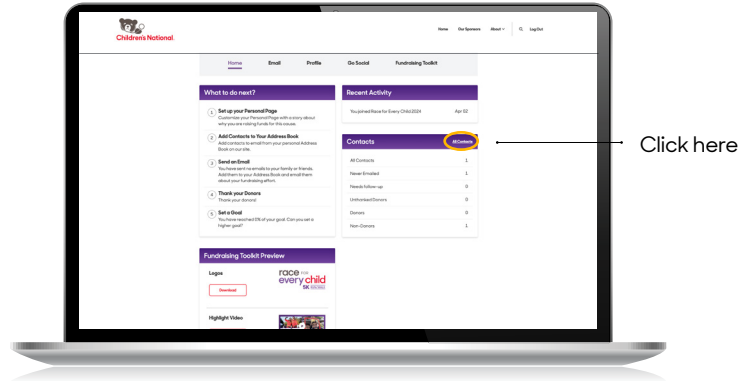
Personalize your page

Scroll down to the "Personal Page" section in your participant dashboard homepage. From here, you can edit the content for your page title and body text, as well as upload photos or videos that help **establish your "why"**.

Preview your page by clicking the Personal Page URL. Once you approve your page, copy this URL to share with your network via text, email and social media.

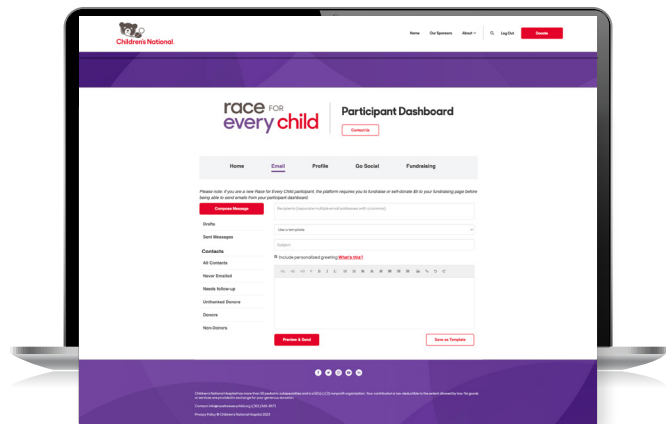
Build your contact list

Scroll down to the “Contacts” section in your participant dashboard home page. Click “All Contacts” to be redirected to a page where you can collect your networks’ contact information.



Send emails

Once you add contacts to your address book, you can compose messages under the “Email” tab. Select an email template from the drop-down list to get you started.



Resources

Access the resources below – in addition to many others – through your participant dashboard.

[+ Social Media Tiles](#)

Promote your team on social media!

[+ E-Flyers](#)

Edit and print or share virtually!

[+ Fundraising campaign ideas](#)

See suggested fundraising tips, such as on creating a campaign around a team t-shirt!

Recognition Program

We are grateful for your commitment to exceptional care and groundbreaking research at Children’s National Hospital.

Individual Recognition Items



Fundraise \$30

Earn a 5K T-shirt



Fundraise \$100

Earn a fanny pack and 5K T-shirt



Fundraise \$250

Earn a 5K medal, fanny pack and 5K T-shirt



Fundraise \$500

Earn a beanie, 5K medal, fanny pack and 5K T-shirt



Champions Club Exclusive!



Fundraise \$1,000

Earn a long sleeve T-shirt, beanie, 5K medal, fanny pack and 5K T-shirt



Fundraise \$2,500

Earn a jacket, long sleeve T-shirt, beanie, 5K medal, fanny pack and 5K T-shirt



Team Recognition Items



Fundraise \$2,500

Earn a team shout-out on the Race for Every Child app



Fundraise \$5,000

Earn recognition during Race Day on Main Stage Screen

Includes preceding recognition.



Fundraise \$10,000

Earn Team tent, official team photo time slot and handheld sign

Includes preceding recognition.

How do I ensure each of my team members receives a T-shirt in 2024?

Each team member must fundraise or donate \$30 through their individual page to earn a T-shirt.

If you registered as a family or group, please be sure to donate or fundraise through each individual’s page to ensure each person is eligible for their own shirt and other recognition items!

How do I receive my items?

Skip the lines on Race Day by picking your items up at Pre-Packet Pick-up on Oct. 17-18.

On Race Day, you may pick up your items at the Recognition Tent.

*If you don’t see your donation reflected on your fundraising page, please email info@raceforeverychild.org.

Messaging & Talking Points

Tailor these messaging templates for successful fundraising!






Ask for Donations

I'm excited to share that I'm participating in the Race for Every Child 5K Run/Walk 2024. Will you help me reach my fundraising goal of [INSERT GOAL] to support Children's National Hospital patients and families? Visit my personal fundraising page here and click "donate". Every dollar helps elevate pediatric care for every child!

Impact Talking Points for Your Donors

- The Race for Every Child 5K Run/Walk raises funds that fuel world-class care and groundbreaking research for patients and families at Children's National Hospital.
- Donations advance exceptional, compassionate care and power discoveries that improve children's lives.
- Your support ensures that Children's National can meet patients' most urgent needs.
- Your support ensures we that can care for the whole child – from providing music, art and pet therapies to pioneering T-cell therapy to treat cancer.
- Your support provides materials like freeze spray to distract young patients during a blood draw and therapeutic dolls to prepare them for medical procedures.

Impact Labels

<p>\$30 4 pairs of children's crutches to help kids walk and move around the hospital after surgery</p> 	<p>\$100 7 meal tickets for families who otherwise couldn't afford to eat in the cafeteria while staying in the hospital</p> 	<p>\$250 60 packs of markers, 120 packs of crayons, 192 containers of glitter for our specialists to use to help children deal with their emotions through art therapy</p> 	<p>\$500 2 nights in a hotel so out-of-town families can stay near their child during treatment</p> 	<p>\$1,000 4 cases of nebulizers to help patients who need inhaled medications for asthma and other illnesses breathe easier</p> 
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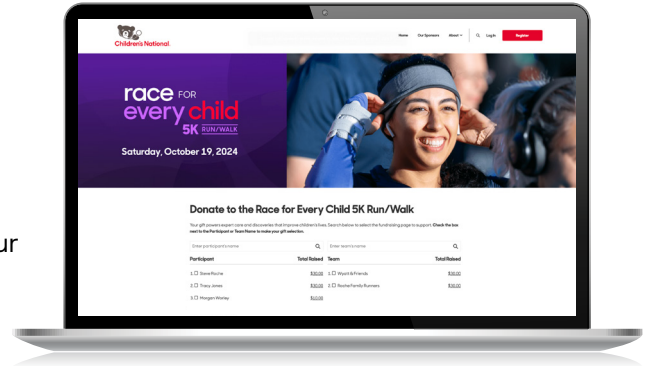
Donations & Matching Gifts

Online Donations

Jump-start your fundraising by making a personal donation to your fundraising page!

Track your donations through the Race for Every Child App or your participant dashboard. If you surpass your individual goal, celebrate your impact and increase your goal to encourage even more donations!

Download the e-flyer in your participant dashboard to promote your page.



Offline Donations

We accept offline donations, such as checks, via mail to the address below. Checks payable to Children’s National Hospital Foundation, with your name on the memo line, should be sent with your **offline donation form**. This form is available in your **participant dashboard**.

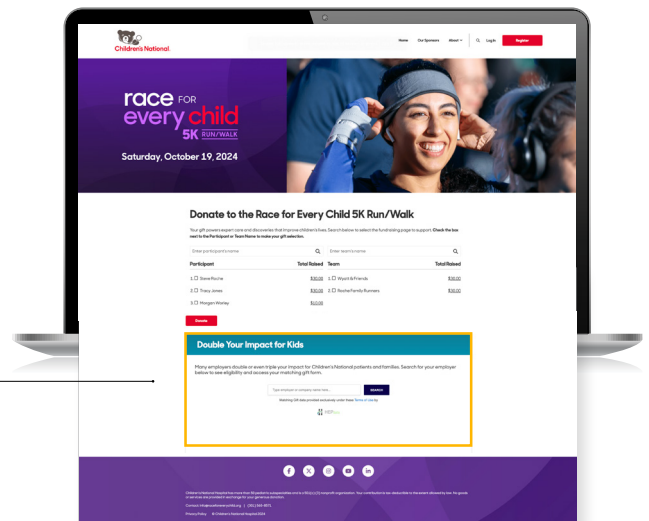
Children’s National Hospital Foundation
Attn: Race for Every Child 2024
1 Inventa Place 6th Floor, West
Silver Spring, MD 20910

Matching Gifts

Donations to your page may be eligible for matching gifts from your employer!

Ask your company if there is a **matching gift program** for employees. Some companies even offer to match your fundraising total!

For more information, visit the [Matching Gifts](#) section of the Donate page.



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RaceForEveryChild.org



Children's National.