



LIFE WITHOUT LIMITS

26TH ANNUAL RUN FOR SIGHT
5K RUN | 2K WALK | KIDS DASH

SUNDAY, MAY 6, 2018, 8:30 AM
FOREST PARK, FESTIVAL PLAZA

2018 TEAM CAPTAIN GUIDE

ALL PROCEEDS BENEFIT

DELTA GAMMA CENTER

THE MISSION: To help children who are blind or visually impaired reach their full potential through family-centered, specialized services and community support.

THANK YOU

Thank you for leading the pack as a Run for Sight Team Captain to engage others to make a difference in the lives of children with visual impairments. Run for Sight is DGC's largest annual fundraiser, providing critical support to 300 families each the year.

This guide is a resource to support you as team captain. It has information about the run that you can share with those you are recruiting to join your team and tips on how to engage them. Please don't hesitate to contact Janet Creath, Director of Development, at jcreath@dgckids.org with questions or to get support.



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WELCOME TO THE RUN FOR SIGHT

Last year, over 60 family and community teams participated side-by-side in Run for Sight and helped raise over \$127,000 and recruit 1,200 men, women and children; runners, walkers and strollers.

As a Run for Sight Team Captain, you are the engine that drives this event. Taking the first steps to register as Team Captain moves us all closer to success. This Team Captain guide will help you keep your team organized and motivated, as well as provide some great tips for having fun while

fundraising and using social media and other tools to promote your team and the run.

Run for Sight is a fun and healthy way for you to spend time with your friends, family, coworkers, faith congregation, etc. Feel good about making a real difference for kids with visual impairments as you enjoy an unforgettable fun family event.

All event proceeds support direct educational, developmental, therapeutic and recreational services for kids and their families.



RUN FOR SIGHT

Each year, people of all ages and abilities run, walk, stroll and dash side-by-side in a Run for Sight! Proceeds provide critical services to children from birth through high school, and their families, as they seek to live a life without limits from a visual impairment.

In its 26th year, this fun and inspiring event has a long history as one of St. Louis' favorite run-walk events with a 5k run, a 2k walk and a kids dash.

The event raises awareness of the abilities and needs of children with visual impairments - helping the community see possibilities in every child.

LEADING THE PACK!

From the moment of diagnosis, the Delta Gamma Center provides life-changing services to help ensure children can reach their full potential. DGC is the only organization in the greater St. Louis area specializing in services for children who are blind or visually impaired and their families.

Thanks to supporters like you, last year DGC served 297 children and their families, providing 8,300 hours of early intervention, family support and youth recreation and developmental services. In addition, DGC conducted vision screenings for 2,920 infants and preschoolers.

DID YOU KNOW?

85% of Learning is Visual

Most learning occurs naturally through observations of people, places, and activities. For children with a visual impairment, learning has to be more multi-sensory.

2017 RUN FOR SIGHT

Despite threatening flood waters, the 2017 Run for Sight was another fun and inspiring event. Over 1,200 participants enjoyed the Ballpark Village venue and were treated to a unique opportunity to run or walk across the Eads Bridge.

Many Delta Gamma Center families participated - bringing teams of family, friends

and coworkers to support the mission. Current and past DGC kids and 20 runners with the US Association of Blind Athletes participated.

For 25 years, Run for Sight's success has come from heroes in our community working together: children with visual impairments, their parents and the people who support them - our volunteers and sponsors.

\$127,000 Funds Raised	60 Teams
\$50,200 Team Fundraising	13 First-Year Teams
\$46,000 Sponsorships	Largest Team — 100
89 Volunteers	Largest First-Year Team — 70



2018 SUPERHERO THEME

In keeping with the **AWESOME** contributions of Run for Sight participants over the last 25 years, we are adding a superhero theme to this year's event.

We hope everyone will bring their **AMAZING** super powers to help kids with visual impairments, but we won't ask anyone to reveal their **INCREDIBLE** secret identity.

Every child needs a hero, we're hoping lots of heroes will dress up and run to show our kids they care.

YOUR SUPPORT MAKES A DIFFERENCE

YOUR SUPPORT CHANGES LIVES!

Over 70% of Delta Gamma Center's annual budget depends on community support. As DGC's largest fundraiser, Run for Sight is vital to funding critical services.

Our sponsors' commitment to the well-being of children with visual impairments makes a

direct and meaningful impact on their lives and an important investment in our community.

Together, we make a real difference in the lives of families in the greater St. Louis community.

INVEST IN THE FUTURE

Funds raised from Run for Sight are an investment in the future of our kids and our community. Your support will provide:

- In-home educational and therapeutic services for children from birth through three years old
- Group activities for school-age children to develop independence and social skills and engage in the community. Activities include tandem cycling, music, rock climbing, skiing, hiking, winter and summer challenge trips and more
- Family support services that help families struggling with issues related to their child's visual impairment, as well as other challenges and needs for resources
- Low vision evaluations for young children
- Vision screenings for young children at higher risk and/or with limited access to vision services



HOW FUNDS ARE USED



Last year, over 840 volunteers provided 5,470 hours of service at an estimated value of \$118,000.

Delta Gamma Center is a 501c(3) nonprofit agency serving the greater St. Louis area. DGC is a proud member of the United Way and an A+ Better Business Bureau Accredited Charity.



Visit www.dgckids.org for more information.

CREATE YOUR TEAM

First you have to create your team. If you are a family served now or in the past by DGC, you will create a DGC Family Team. Everyone else - volunteers, donors, companies, organizations and families from the general community will create a Community Team. Sponsor teams are set-up differently.

To create a team:

- Go to dgcrunforsight.org and click on the Register button. Look for the Team entry selection and you will see a place to click to create a new team. Click and proceed to sign-up.
- You will need to have a unique name for your team.
- If you are a DGC Family Team, you will enter the name of the DGC child or alumni for whom the team has been created. If you are a Community Team, you will enter n/a for that question.
- Complete team captain's (leader's) contact information section, and fill in all relevant information— the team leader should be the point person for the team, and can opt in to be notified each time someone joins the team.
- You will be directed to create a Team Page. You will be asked to create a username and password to access your team page.
- At this point, you've created your team! People can now join your team.



MAKE YOUR TEAM PAGE PERSONAL

By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember.

You can add text, an image, and a fundraising goal to your team page.

Make it personal. Feature a picture of you or your team. Write a story of your team and how you are coming together in support of a child with a visual impairment and the Delta Gamma Center. Tell them why this cause and DGC is important to you.

After your team has been created, you can share the link to your team page with friends, family,

co-workers, and others who you want to invite to join your team and participate in Run for Sight. People can join your team by running, walking, or strolling in one of the race events or they can sleep in and support your team by making a donation or purchasing t-shirts.

The team captain will be the point person for all team correspondence.

If you have difficulty setting up your team or page, contact Maria at runteams@dgckids.org.

RECRUITING YOUR TEAM

PEOPLE LIKE TO BE ASKED TO HELP!

Team members can be anybody— friends, family, co-workers or neighbors— and they can all easily register as walkers or runners online at www.dgcrunforsight.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know to join!

Recruit Your Team Online

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page by sending them a link to your team page.

You can also email your a link to your team page to friends and family to generate support.

A Community of Spirit and Hope

Being a Team Captain is an opportunity to share a great experience with friends and family members or coworkers— a community coming together to walk side-by-side for DGC and families! Run for Sight is so much more than a run, or a fundraising event—it is a joyous celebration bringing us all together in support of children with visual impairments.



RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone living with a visual impairment, ask that individual or their parents if they would be willing to tell their story. Be sure to follow with a statement about the impact DGC has made in the life of the child or family served. An example of a personal impact story is on page 10.

Don't forget to ask everyone who donates to your team if their employer offers matching gifts! A list of companies that match gifts is on page 11.

Keys to Fundraising Success

The most successful teams use a combined approach of individual and team fundraising. Top teams utilize varied techniques to raise their funds. On the next page, there are some tips and ideas.

FUNDRAISING TIPS AND IDEAS

- Understand your target audience and try to identify something that might be of value or interest to them.
- Keep DGC in the loop so that we can help promote your team fundraiser.
- Undertake the fundraiser with great enthusiasm- it's contagious.
- Pursue fundraising activities on a year-round, ongoing basis.
- Bake for Sight's Sake: Hold a Friday bake sale at work so employees will have treats for the weekend.
- Car Wash: Get your team together for a local car wash.
- March Madness: Create a March Madness bracket challenge for colleagues and friends.
- Yard Sales: A perfect fundraiser for post-spring cleaning! Work together as a team, or have one individually.
- April Idea, How Many Eggs In the Jar?: Fill a jar with small candy eggs. Charge people to guess how many. Closest guess wins a prize.

The type of fundraiser you choose is only limited by your creativity and drive; here are some examples:

ONLINE FUNDRAISING & SOCIAL MEDIA

Online fundraising is another way to ask those you know for their support of Run for Sight. Here are some tips for online fundraising success:

- After you register online, be sure to customize your "team profile" and include a great photo.
- Send an email to everyone in your address book. Be sure to include the direct link to your team's page.
- Take your campaign to social media: Facebook is a great place to start!

Here are a few ideas to help direct your approach using social media:

- **FIRST:** Please make sure you "LIKE" the DGC and Run for Sight Facebook pages and follow us on Twitter
- Create an Engaging Facebook Status: People feel more compelled by an interesting story. Consider posting a status that tells your friends what you are looking to accomplish and why. Humor works too! Write a funny post/email or upload some funny images that will make them feel good about their donation. Or you can always make a more direct ask. Put out a post asking friends to pass up Starbucks for the day and give \$5 to Run for Sight instead.
- Leverage Facebook Events to Gain Additional Support: Events are a great way to spread the word. On average, 12 percent of your Facebook friends will see your status updates, so creating a Facebook event will ensure that your friends will actually see the invite, and your donations will increase as a result.
- A Facebook Message Can Help Gain Support: Your friends are much more likely to follow through with a donation if you send a simple and friendly reminder via private message.
- Don't forget to "like" @DGCKids (@dgckids) and to tag @dgckids in all your posts.

FREQUENTLY ASKED QUESTIONS

Q: When does registration close?

A: The online registration will close on Tuesday, May 1 at 11:59 pm. You may register in person at packet pick-up on Friday, May 4 or Saturday, May 5 and on race day Sunday May 6 at Forest Park at 7:30 am until 8:30 am (race begins at 9:00 am).

Q: Can my friends and family members with visual impairments participate in the events?

A: We encourage walkers and runners of all ages and abilities to participate in the events of the day. That's what the DGC is all about!

Q: Can I run or walk with a pet?

A: Only service dogs are allowed at the event.

Q: Where and when do we pick up packets, t-shirts, race bibs, etc.?

A: Packet pick-up will take place on Friday, May 4 from 3:00 - 7:00 pm or Saturday, May 5 11:00 am - 3:00 pm at the Delta Gamma Center in Richmond Heights before the race and onsite the morning of the race at Forest Park on Sunday, May 6 at 7:30 am until 8:30 am (race begins at 9:00 am).

Q: I'm a team captain and I want to pick-up all the shirts and bibs for my team mates. Can I do that?

A: Yes. We encourage you to pick up all of the shirts and bibs for your team on Friday or Saturday before the race. The earlier you pick up, the better chance registrants after the t-shirt deadline will be able to get a t-shirt.



Q: Can I still get a race t-shirt if I sign up after April 22?

A: We can't guarantee a t-shirt, but maybe... limited t-shirts and sizes will be available for late registrants, but no promises! Any shirts available will be available first come first served at packet pick-up.

Q: What time should I arrive for the event?

A: If you are already registered, you should arrive by 8:30 am. If you need to register on race day, it would be best to arrive between 7:30 and 8:00 am. Race day registration opens at 7:30 am.

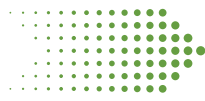
Q: Will someone be taking team photos?

A: Yes, team photos will be taken before and after the race. The photos will be posted on our facebook page the following week.



HELPFUL RESOURCES

Creating a personal email or letter and sending it to friends, family, coworkers, etc. is a great way to share your story and encourage support for your team and DGC.



Sample Email for Team Fundraising

Dear [TEAM NAME],

As a team, we've raised [\$AMOUNT] so far.

Our goal is to raise [INSERT AMOUNT] before Run for Sight.

Here's what you can do to help the team reach our goal:

- If you haven't yet, make a personal donation. Click on the link below to donate: (insert link)
- Ask for donations and invite more friends to join our team.
- Send emails encouraging donations or post your efforts on social media. It's the quickest and best way to fundraise fast.
- Follow up with the people who don't respond to your fundraising emails.
- Send a thank you message to those who have made donations on your behalf.

Remember, our fundraising efforts benefit Delta Gamma Center which provides exceptional programs and services for children with visual impairment in our area. There are also some great team and individual rewards we can earn between now and the run.

Thank you in advance for all your fundraising efforts on behalf of the Delta Gamma Center.

Sincerely,

COME RACE WITH ME!

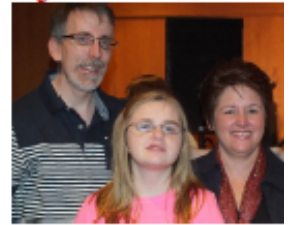
Every year I do a run/walk for the Delta Gamma Center for Children with visual impairments. I even get to walk with all my Delta Gamma friends.



I get to participate in musical theater & deepen my friendships

But I need your help!

*Please support
DGC For visual impairments
Run/Walk Fundraiser*



Vision

is our most dominant and highly developed sense.

**80% to 90% of the information we gather comes to us through our eyes...
DGC helps Tori & others learn how to relate to the world around them.**

Because of the Delta Gamma Center:

- Tori continues to grow in independence
- Tori is learning to speak up for herself at school
- Tori sees herself as *accomplished* & important
- We feel understood and supported as parents of a special needs child
- We continue to learn how to speak up for Tori in her education, her place in her community & the next phases of her life: adulthood & vocation



Tori & a school friend participate in a musical through Delta Gamma Ctr.

Tori will know the impact of your gift. If you would like to donate to Tori's Road Runner fund for the May 5th Run/Walk, please go to the webpage <https://racaroster.com/evrwtv/2013/4580/23rd-annual-run-for-sight/pledge/team?id=21>

SUPER EMPLOYERS

THESE EMPLOYERS GENEROUSLY MATCH GIFTS MADE BY EMPLOYEES

Download this list from the website to share when recruiting team members.

Abbott Labs	CNA
Aetna, Inc.	Coca-Cola
Air Products Foundation	Community Health Systems
Albemarle Foundation	Cooper Industries
Allianz Global Corporate & Specialty	Costco
Allstate Insurance	Covidien
The Amgen Foundation	Eaton
Aon Corp.	Eli Lilly and Company
AT&T	Elsevier
The Auto Club	Emerson
Automatic Data Processing, Inc.	Energizer
AIG	Exxon Corporation
Banana Republic	First Data Corporation
Bank of America	FM Global Foundation
Belden Inc.	Forest Laboratories, Inc.
Bitco Insurance Companies	Arthur J. Gallagher Foundation
BlackRock	Gallus Biopharmaceuticals
BMO Financial Group US	Gannett Foundation
Boeing Company	The GE Foundation
Bunge North America Foundation, Inc.	Genentech
Burlington Northern Santa Fe	Glasshouse Technologies
Caleres (formerly Brown Shoe)	GlaxoSmithKline
The Capital Group	Google
Cardinal Health	Grainger
Caterpillar Inc.	Henry Crown & Company
Cee Kay Supply, Inc.	The Home Depot
Chubb & Son	IBM Corporation Illinois Tool Works
Cigna Foundation	Ironshore Matching Gifts

Johnson & Johnson
Johnson Controls Foundation
JPMorgan Chase Foundation
Kimberly-Clark Foundation
Koch Development Co.
Kraft Foods
Lincoln Financial Group Foundation
Loews Corp.
The Henry Luce Foundation
Macy's Foundation
MasterCard Worldwide
Mallinckrodt Pharmaceuticals
McDonald's Corporation
McGraw-Hill Companies Inc.
Merck.
Meredith Corporation Foundation
Merrill Lynch & Co., Inc.
Microsoft
The Millipore Foundation
Monsanto
Morgan Stanley
National Instruments
Newfield Exploration Company
Nordson
Norfolk Southern Corporation
Northern Trust Corp.
Novus International, Inc.
Old Navy
Olin Corporation
Open Source Architect
Oracle Corporation
Pacific Life Foundation
Peabody Energy
PepsiCo Foundation
The Pfizer Foundation
Phillips 66
Piper Jaffray
PNC Bank
PPG Industries Foundation
Prudential Foundation
Qualcomm Incorporated
Red Hat
Regions Financial Corporation
Rockwell Automation
SAP
Shell Oil Company Foundation
Shopko Foundation
The Sosland Foundation
Spire
Starbucks Corporation
State Farm Companies
Stauder Technologies
Takeda Pharmaceuticals North America
TeraData
The Gap
Thomson Reuters
The Travelers Foundation
U.S. Bank Foundation
UBS Foundation USA
Union Pacific
Verizon Foundation
Walt Disney Company Foundation
Wells Fargo
Western Union Foundation