



**summer  
scamper**

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5k, kids' fun run  
& family festival

# Team Captain Tool Kit

When you Scamper, you're joining a community united in racing toward a shared goal: transforming the health and well-being of children and families throughout the San Francisco Bay Area and beyond.



*Mikayla*

When you Scamper, you support care for kids like Mikayla, a heart transplant recipient.








Hi, I'm Devon, Assistant Director of Community Fundraising at the **Lucile Packard Foundation for Children's Health**. I'm here to support you as your personal fundraising coach, guiding you and your team through Summer Scamper! If you have any questions or would like to schedule a coaching call, feel free to reach out to me at [Devon.Nemelka@LPFCH.org](mailto:Devon.Nemelka@LPFCH.org). **I'm happy to help!**

As a Team Captain, you are the heart of your Scamper team, bringing together friends, family, and colleagues to make a difference for kids and families at Lucile Packard Children's Hospital Stanford. Your leadership will help your team stay motivated, engaged, and inspired to fundraise!

## Welcome, Team Captain!

# I'm a Team Captain – Now What?

As a Team Captain, you will:

-  **Recruit team members and build excitement.**
-  **Communicate with your team and keep them engaged.**
-  **Motivate your team with fundraising ideas and encouragement.**
-  **Coordinate team fundraising activities and incentives.**
-  **Team Captain Tip: Lead by example!**

Kickstart your team's success by customizing your team's fundraising page and making the first donation yourself.

# Getting Started



## **STEP 1: Register and Set a Goal**

Sign up at [SummerScamper.org](https://SummerScamper.org), and set a fundraising goal that inspires your team.



## **STEP 2: Recruit Your Team**

Invite friends, family, and co-workers to join.



## **STEP 3: Fundraise Together**

Encourage your team to customize their personal fundraising pages and share their personal “whys.”

Explore fun team fundraising activities to boost donations!



## **STEP 4: Encourage and Motivate**

Check in with your team regularly on their fundraising efforts.

Share fundraising tips, celebrate milestones, and recognize top fundraisers!



## **STEP 5: Participate and Celebrate!**

Join us on Saturday, June 21 for an unforgettable day of celebration!

If you would like extra fundraising coaching support from a member of our team, please reach out to us at [Scamper@LPFCH.org](mailto:Scamper@LPFCH.org). We're here to support you in any way possible!

# Get to Know

## Lucile Packard Children's Hospital Stanford

Our hospital began with one mom's vision. Lucile Salter Packard, our generous founder and visionary for children's health, believed strongly in caring for both the body and soul of every child. That commitment to nurturing care continues to guide us today.



**43%**

of patients and families at Lucile Packard Children's Hospital Stanford receive financial assistance, thanks to community support.

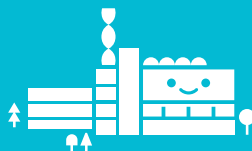
Our network provides care for more than

**700,000**

**patient visits**

a year.

Our hospital expansion opened in 2017, adding 521,000 sq. ft. of building space, 149 patient beds, and 6 new surgical suites.



No family in our community is ever turned away due to their financial circumstances.

**100%**

of gifts donated to the hospital benefit patients and families in our care.

Our Bass Center for Childhood Cancer and Blood Diseases offers

**120+**  
**clinical trials.**

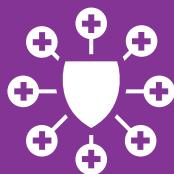
In 2023, more than **40,000 patients** received a visit from a child life specialist.



Our Betty Irene Moore Children's Heart Center performs

**600+**  
**open-heart**  
**surgeries**

each year.



Our Stanford Medicine Children's Health network offers care at

**65+ Bay Area**  
**locations.**

In 2024, our patients came from **46 states and 35 countries** around the world.



Last year, our Johnson Center for Pregnancy and Newborn Services delivered

**4,865**  
**babies.**

# Team Impact

Every dollar your team raises helps patients and families at Lucile Packard Children's Hospital Stanford. When your team fundraises together, you multiply your impact—turning every step into life-changing support for kids and families.

If each member of your team raises \$250, here's what your team can make possible:

**3**

person  
team

## Car Seats for Safer Rides

Your team's efforts could provide **10 car seats** to underprivileged families in the Bay Area, keeping kids safe on the road.

**5**

person  
team

## Art Therapy

Your team's fundraising could stock the Art Cart in the Bass Center for Childhood Cancer and Blood Diseases for **six months**, helping young patients find joy and relief through creative expression.

**10**

person  
team

## Comfort Kits for Siblings

Your fundraising impact could provide **25 Sib-Sacks**—comfort kits given to the siblings of hospitalized children in the Bereavement and Family Guidance Program.

**15**

person  
team

## Chemo Ducks for Kids in Treatment

Your team could provide **125 Chemo Ducks**—stuffed animals used by Child Life specialists to help children prepare for chemotherapy.

**20**

person  
team

## Bike Safety Kits

Your fundraising could supply **200 children** with bike helmets, reflectors, and lights—ensuring they can ride safely in their communities.

**25**

person  
team

## Miles of Smiles

Fund **one full year of new toys** and entertainment for stem cell transplant patients, bringing joy and distraction during long hospital stays.

# Your Team Captain Action Plan

Use this step-by-step guide to build and lead your Scamper team! Mark off each task as you complete it.

## Phase 1: Launch Your Team

Start strong in Week 1!

- Register and create your team.
- Personalize your fundraising page with your “why” and photos.
- Review fundraising and coaching resources available to you.

## Phase 2: Recruit Your Team

Goal: Build a strong, motivated team!

- Send email invitations to co-workers, friends, and family.
- Ask each team member to recruit one more person.
- Create an invite list.
- Follow up by phone, email, text, or in-person.
- Host a kick-off meeting (virtual or in-person) to get your team excited!

## Phase 3: Kickstart Fundraising

Lead by example and get the team engaged!

- Make a personal donation to set the tone.
- Send donation request emails to your network.
- Post your fundraising page link on social media.
- Plan a fundraising event (e.g., bake sale, virtual challenge, birthday fundraiser).
- Ask your employer about matching donations.

## Phase 4: Keep the Momentum Going!

Encourage and inspire your team all the way to event day!

- Share weekly motivation—send hospital fast facts, patient stories, and team progress updates.
- Recognize top fundraisers to keep momentum high.
- Encourage team members to share their “Why I Scamper” stories.
- Celebrate milestones—shout out team members who hit their fundraising goals!

# Team Goal Setting & Kick-off Guide

## Step 1: Set Your Team Fundraising Goal

Team name: \_\_\_\_\_

Company/Group (if applicable): \_\_\_\_\_

Team Captain: \_\_\_\_\_

How many team members do I want? \_\_\_\_\_

### Set Your Fundraising Goals:

Good goal (Achievable!) \_\_\_\_\_

Great goal (A strong challenge!) \_\_\_\_\_

Stretch goal (Go big!) \_\_\_\_\_

*Example: If I recruit 10 people and each raises \$250, that's \$2,500! But if we push for \$500 each, we could reach \$5,000!*

## Step 2: Host a Team Kick-Off Meeting

### Suggested Agenda (Feel free to adapt!)

#### 1. Welcome & Team Introductions

- a. Why are you Scampering? Let team members share!

#### 2. The Impact We're Making

- a. Share a short patient story or hospital fact (Visit [SummerScamper.org](http://SummerScamper.org) for inspiration!).
- b. Explain how fundraising helps kids and families.

#### 3. Set Our Team Goals

- a. Confirm team size and fundraising targets.
- b. Set a team challenge (e.g., Let's hit \$1,000 by next week! One week challenge: Let's get 20 donations across our team's pages!).

#### 3. Get Started Together

- a. Have everyone register online (if they haven't already!).
- b. Share key fundraising tips and ideas.
- c. Pick a team fundraiser (Bake Sale? Lemonade stand? Social media challenge?).

#### 4. Plan for Event Day!

- a. Pick a team meeting spot.
- b. Race shirts or matching outfits?
- c. Celebrate fundraising milestones along the way!

# Sample Recruitment Email



**Subject: Join Me for Summer Scamper!**

Hi Brady!

I'm putting together a Scamper team for this year's Summer Scamper benefiting Lucile Packard Children's Hospital Stanford on Saturday, June 21, and I'd love for you to join me!

Our team, [Insert team name], is coming together to make a difference for kids and families at Packard Children's. Whether you walk, run, or only fundraise, you'll be part of something bigger—helping provide world-class care for children and expectant mothers, funding programs that provide emotional support for patients and families, and advancing life-changing research.

How to Join Us:

Click here to sign up [Insert Team Registration Link]

Not able to participate? You can still support our team by donating to our fundraising page here: [Insert Team Fundraising Link]

Let me know if you have any questions—I'd love to Scamper with you!

Sincerely,

Your Name

Your Scamper Team Name (if applicable)



# Sample Fundraising Message



Hi Brady!

I'm excited to be participating in Summer Scamper on Saturday, June 21, to support children and families at Lucile Packard Children's Hospital Stanford—and I'd love your help!

I'm fundraising to ensure kids receive the best possible care, life-changing treatments, and support for programs that support the whole child and family during a hospital stay. Every dollar makes a difference in helping families when they need it most.

Would you consider making a gift to support my Scamper fundraising efforts? Donating online is quick, easy, and secure. You can make a gift to my personal Scamper page here: [insert your fundraising page link].

Here's what your donation can do:

- ♥ \$30 provides a coping kit for a child facing a difficult procedure.
- ♥ \$60 funds a week of vaccines or antibiotics for the Teen Health Van.
- ♥ \$110 provides a session of pain management services for a child.
- ♥ \$525 covers two comprehensive blood tests.

Together, we can help more kids receive the care they deserve. Thank you for being part of this mission with me!

Thank you in advance for your generosity.

With gratitude,

Your Name

Your Scamper Team Name (if applicable)

# Sample Thank You Letter

Saying thank you is an essential part of your Scamper fundraising journey!

A heartfelt thank-you makes donors feel appreciated and more likely to support you again. Whether it's a quick text, formal email, or handwritten card, every thank-you counts!

Hey—thank you so much for donating to my Scamper fundraising page! Your support means the world to me and is helping kids and families receive the care they deserve. I'm now one step closer to my goal thanks to you!



## **Subject line: Thank You for Your Support!**

Hi Brady—I can't thank you enough for supporting my Summer Scamper fundraising efforts! Your generosity is helping provide world-class care for children and expectant mothers, sustain programs not covered by insurance, and advance groundbreaking research to improve kids' health worldwide.

Because of you, I'm one step closer to reaching my goal—and together, we're making a real difference!

To see how your donation is helping, visit [SummerScamper.org](https://SummerScamper.org).

Thank you again for your kindness and support!

With gratitude,

Your Name

Your Scamper Team Name (if applicable)

# Social Media Tips

Share your story! Why do you Scamper? Whether you're a patient family, hospital team member, volunteer, or community supporter, sharing your personal connection makes a powerful impact.



## Use Engaging Photos

A fun photo or a quick video (15-30 seconds) explaining why you Scamper can help bring your story to life and make all the difference.

## Be Specific With Your Ask

Don't just share your link—tell people how they can help! Example: "I'm just \$50 away from my goal! Will you help me get there?"

## Keep It Short & Personal

Make your post concise and heartfelt. Let people know why you're fundraising and how their support will make a difference.

## Use Instagram & Facebook Stories

Stories get higher engagement than regular posts! Use them for countdowns, donation milestones, or quick shout-outs to donors.

## Post Fundraising Updates

Keep your supporters in the loop! Share progress updates, countdowns, or donation challenges. Ex: "If I get 5 donations today, I'll wear a fun costume on event day!"

**Tag &  
Thank Your  
Supporters**

Tag friends and family when you:

- Ask for donations
- Thank those who give
- Celebrate fundraising milestones

Thank those who give.

Celebrate fundraising milestones.

Tagging boosts your post's visibility and makes donors feel extra special!

**Make Your Fundraising Link Easy to Find**

Pin your fundraiser link to the top of your social media profiles or add it to your Instagram bio for easy access.

**Ask for Shares,  
Not Just Donations**

Not everyone can donate, but they can help by sharing your fundraising page with their network. A simple ask like "Even if you can't donate, sharing this post helps so much!" can go a long way.

**Use Scamper Hashtags**

Boost awareness and connect with the Scamper community!  
Use #SummerScamper2025 and #WhyWeScamper in your posts.

Follow and tag us on:

 [Facebook.com/LucilePackardFoundation](https://www.facebook.com/LucilePackardFoundation)

 [Instagram.com/LucilePackardFoundation](https://www.instagram.com/LucilePackardFoundation)

 [TikTok.com/@ForChildrensHealth](https://www.tiktok.com/@ForChildrensHealth)

[SummerScamper.org](https://www.SummerScamper.org)



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**I'm happy to help!**

