

# Team Captain Guide



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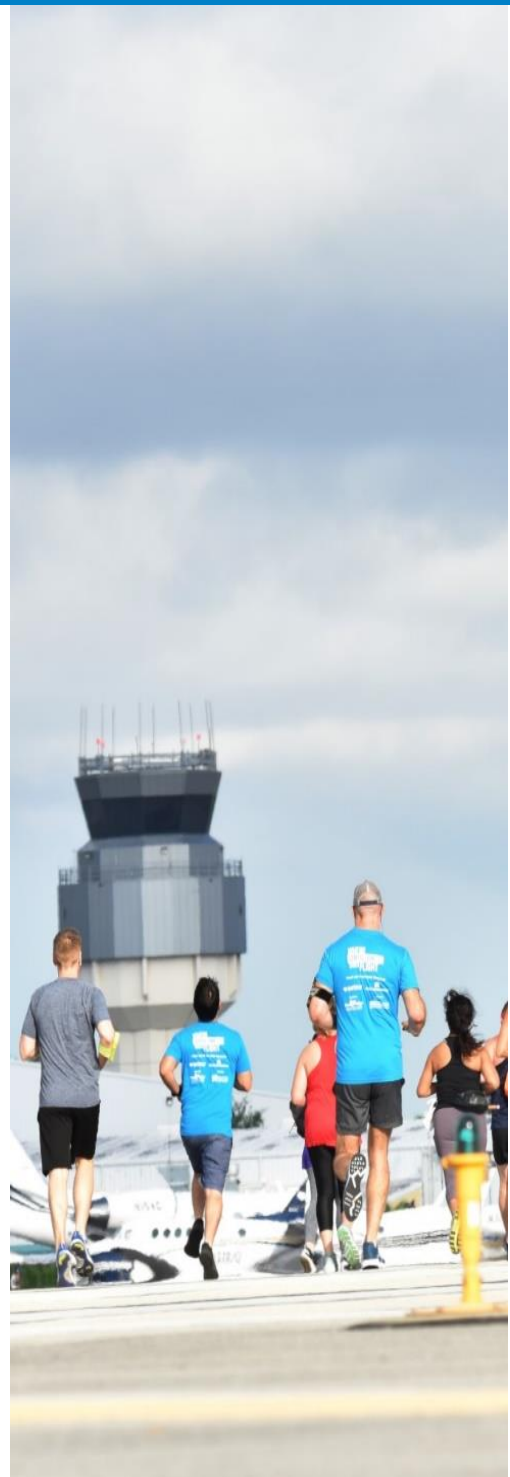


**Saturday, April 18, 2020**

**Fort Lauderdale Executive Airport (FXE)**

**Boarding begins at 7:30 AM Takeoff at 8:30 AM**

Trustbridge Hospice Foundation is partnering with the Fort Lauderdale Executive Airport (FXE) to host a 5K fun run/walk on the airport's runway – no boarding pass or luggage fees required. This unique and inspiring event invites the entire community to celebrate aviation, the Uptown community and raise crucial funds for local families in their greatest time of need.



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# Team Captain: 4 Step Guide

Save the date!

Kickoff Party - Tuesday, February 11, 2020 at 5:30pm at Xtreme Action Park

## 1. Book Your Flight: Register and Create a Team Page

**How do I register?** Register your team at <https://app.mobilecause.com/vf/Uptown/> or text UPTOWN to 71777 and create a company/organization team, family/friends team or a team in honor of a loved one. You will automatically become the team captain of your team and can invite others to join your team.

**Do I have to personalize my page?** No, you do not have to personalize your page but adding photos and updating your personal story will help you fundraise.

**Do I have to register in order to walk/run?** Yes, we need every walker/runner to sign a standard waiver through the registration process.

**Is there a registration fee to attend?** No, however we do ask every walker/runner to consider raising a minimum of \$50 to support the programs of Trustbridge Hospice Foundation.

## 2. Group Reservations: Recruit Others To Join Your Team

**How do I build my team?** Invite friends, family and coworkers to join your team by sharing your team page link.

**How many people should be on my team?** You can have 5 or 50, there is no minimum or maximum.

**Can I form the team in honor or memory of someone?** Yes, we encourage you to do so and walk/run alongside others.

## 3. Prepare for Takeoff: Fundraise and Help Compassion Take Flight

**How do I set my goal and my team's goal?** There is no amount too high or too low, every donation is tremendously appreciated. Set a personal goal and a team goal. Depending on how many teammates you have, consider setting a minimum team goal of \$1,000.

**Any tips to reach your goal?** Make a personal donation to your page to help your campaign take off.

**Online Fundraising tips:** Share your personal story. Reach out to your family/friends/network different days and different times of the day. Use social media, email and texting to share why you are walking/running. Keep your network updated on your progress.

If you or your team members are using Facebook to fundraise, please do not activate the Facebook donation button when prompted. This is a third party fundraising platform not connected to our organization. All you need to do is post your personal fundraising link to Facebook, which will bring your donors directly to YOUR fundraising page on OUR fundraising platform.

**Other Fundraising ideas:** Use the text to donate feature, matching gifts, company jeans day, host a happy hour, birthday donations in lieu of gifts, bake sales, garage sales and more!

**How/where do I turn in cash and check donations?** If you collect cash and check donations toward your fundraising efforts, contact Brittney Farwell at 954.315.6789 or bfarwell@tbfdn.org. Please make sure checks are made out to Trustbridge Hospice Foundation.

**Are there any fundraising prizes?** YES, every registered participant who fundraises a minimum of \$50, will receive an Event T-shirt that they will pick up at the 5K. Every participant that raises \$500 or more by walk day, will receive 2 passes to our Sky Club VIP Tent.

## 4. Boarding and Take Off: 5K Fun Run/Walk the Runway

**Are we really walking the runway?** Yes, join us for this unique opportunity to walk/run on an airport runway, alongside planes and hundreds of community members and corporate teams.

**Parking?** Parking is free.

**Food/Beverages?** There will be complimentary snacks and beverages.

**Family Friendly?** Yes, there will be plenty of activities for all in the 5K Urban Village after the fun run/walk, including a kid's zone and interactive aviation tent.

**Is the 5K fun run/walk timed?** No, this is not a certified course or timed race.

**Where does the money go?** All proceeds from the event benefit Trustbridge Hospice Foundation and fund the programs and services Trustbridge provides to the community at no cost, including comfort care, charity care, music therapy, pet therapy, adult and children's bereavement services and children's camps.



### For more information:

Trustbridge Hospice Foundation  
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