

2026 PARTICIPANT GUIDE

Saturday, September 26, 2026
at The Maryland Zoo in Baltimore





Thank you for joining the Johns Hopkins Children’s Center Miracles in Motion 5K or 1 Mile Run/Walk! Your participation and fundraising efforts will directly fund programs and resources to support thousands of children who face injuries or illnesses.

Successful fundraising is easy when you use this step-by-step guide and fundraise online. Harness the generosity and power of your friends and family members and their networks by asking for donations and having a lot of fun along the way.

What You’ll Find in This Guide:

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PARTICIPANT FUNDRAISING TIMELINE

8 - 12 WEEKS (OR MORE) BEFORE THE RUN/WALK

- Register online at HopkinsChildrens5K.org.
- Set a personal fundraising goal. While there is no fundraising minimum, we encourage participants to aim to raise \$250.
- Personalize your fundraising page by adding pictures and sharing your personal story.
- Make a donation and begin to solicit donations by asking others to follow your lead! Send emails through your fundraising center asking for support.

4 - 8 WEEKS BEFORE THE RUN/WALK

- Post on social media at least twice a week asking for donations and remind people why it's important to you.
- Host an event (yard sale, bake sale, etc.) to boost your donations.

2 - 4 WEEKS BEFORE THE RUN/WALK

- Send a reminder email to those who haven't made a gift yet.
- Stay in touch with those who have given - send them updates on your fundraising to date, ask them to share your campaign with their networks and send them a thank you note or email.
- Check to see if any of your donors work for companies that will match their donation.
- Give shoutouts to those that have already donated by tagging them in public thank yous on social media.

WEEK OF THE RUN/WALK

- Send out an email to your supporters and potential supporters getting them excited about your race day experience and to request last minute support. Haven't hit your goal yet? Let them know how much more you need to raise to reach it.
- Post on social media several times during the week to share your excitement and get last minute donations.
- Pick up your race packet - available on September 19 and 20 and race morning. See website for more details!

AFTER THE RUN/WALK

- Send out a reminder letting people know how much was raised and that they can still support you by making a donation.
- Send thank you messages to your donors.
- Post a thank you on social media with a photo of you from race day.



KICK-START YOUR FUNDRAISING

in 3 easy steps!

1. REGISTER FOR THE EVENT

You'll create a login and password and will use this to access your personal fundraising page. Don't worry, we have email and social media templates for you to use on pages 11 & 12.



2. PERSONALIZE YOUR PAGE

Update your personal fundraising page with your story, a photo and/or video (scroll to page 5 for 'How To' steps).



3. ASK FOR DONATIONS

Ask everyone in your network for support - friends, family, your place of work and businesses you frequent (scroll to page 10 for suggestions).



Register

FOR MIRACLES IN MOTION

Visit the [Miracles in Motion website](#) and click SIGN UP to register.



Fill out your information to become a registrant.

Registrant #1

Clear all fields

Quick Fill

Choose one of your existing profiles to quickly fill in the registration form.

Who are you registering? *

First Name *

Last Name *

Email Address *

Confirm Email *

Date of Birth *

mm/dd/yyyy

Used for age group calculations

Gender *

☐ Male

☐ Female

☐ Non-Binary

☐ Prefer Not to Say

Phone *

Format: ### ### ####

Street Address *

Country *

US - United States

Zip Code *

City *

State *

Register

FOR MIRACLES IN MOTION

Choose Your Event *

☐ 5K or 1 Mile Fun Run/Walk

☐ Critter Crawl Kids Dash

Open to ages 2 - 12.

☐ Virtual 5K with Tshirt

☐ Free Virtual 5K or 1 Mile Fun Run/Walk (no tshirt)

Select your event.

+ Add Another Registrant

Register for another person, too!

Multi-Person Pricing

None

None

Family of 4 (4 Registrants): \$2.50 Discount per Registrant

Family of 5 (5 Registrants): \$2.50 Discount per Registrant

Family of 6 (6 Registrants): \$2.50 Discount per Registrant

Family of 7 (7 Registrants): \$2.50 Discount per Registrant

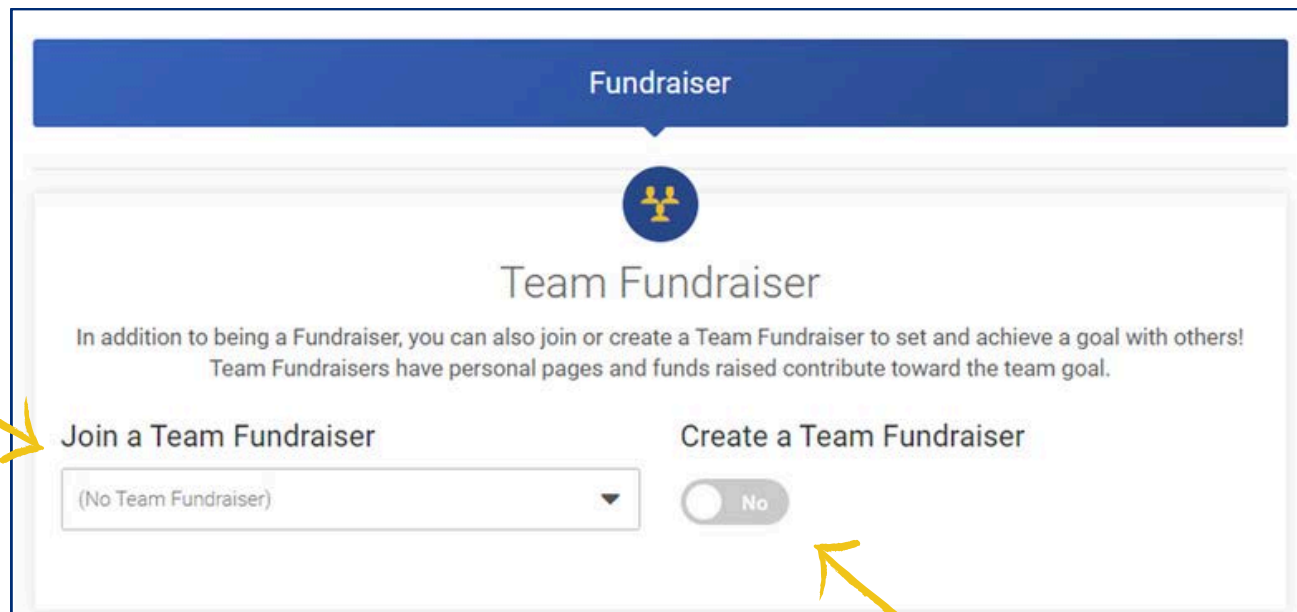
Continue

There is family pricing if you are registering your children, spouse or partner, as well!

***Please note that you will need personal information about the registrant in order to register them, including date of birth and t-shirt size.**

Personalize YOUR PAGE

Once you have registered everyone in your family, it will give you the option to join a team fundraiser or create one.



Fundraiser

Team Fundraiser

In addition to being a Fundraiser, you can also join or create a Team Fundraiser to set and achieve a goal with others! Team Fundraisers have personal pages and funds raised contribute toward the team goal.

Join a Team Fundraiser

(No Team Fundraiser)

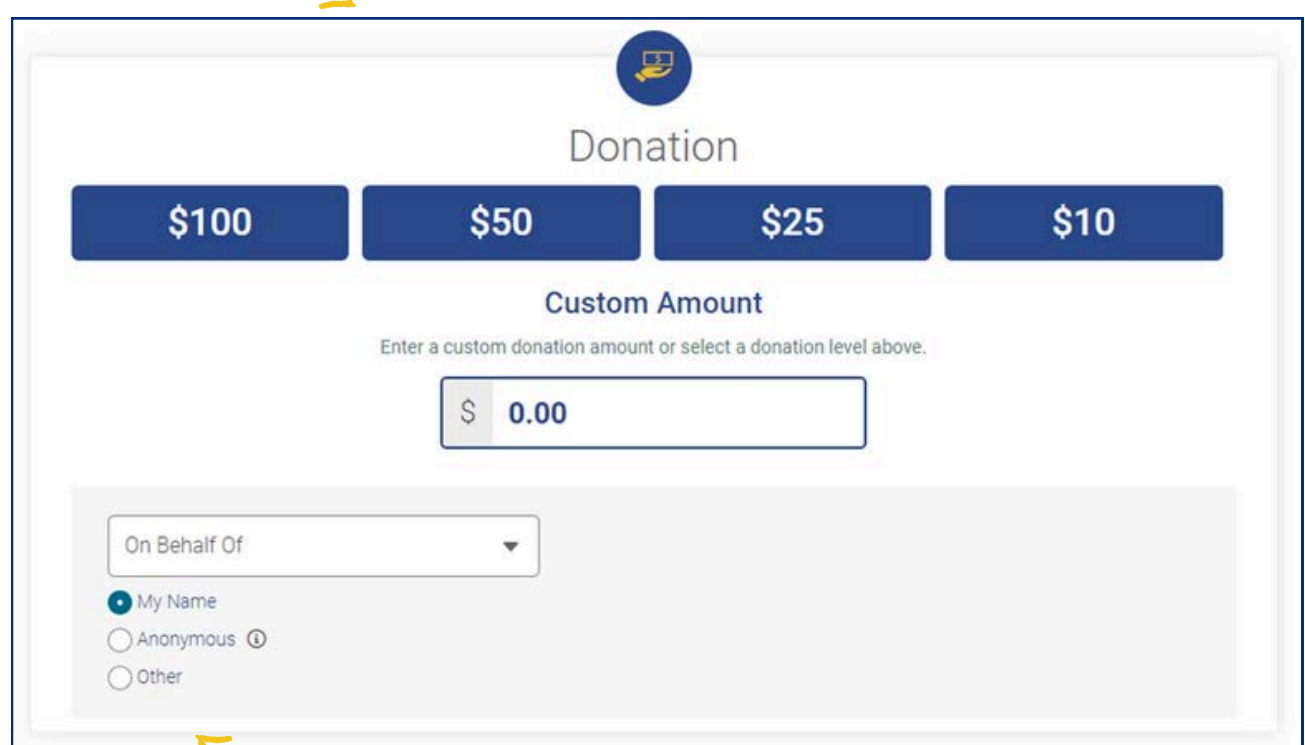
Create a Team Fundraiser

No

Join an existing team!

Add a personal donation to jump start you and your team's fundraising amount.

Or switch this from "NO" to "YES" to create a new team.



Donation

\$100 \$50 \$25 \$10

Custom Amount

Enter a custom donation amount or select a donation level above.

\$ 0.00

On Behalf Of

☒ My Name

☐ Anonymous ⓘ

☐ Other

This is how it will appear under "top fundraisers" on your team's page.

Personalize YOUR PAGE

Customize your personal page link. Save this link so you can share with friends and family.

Customize your icon image.

Fundraiser

Become a Fundraiser
Create a personal page, collect donations, and set your personal Fundraiser goal!

Fundraiser for Rachel Hammer

If your fundraiser raises at least \$250, you will be refunded a portion of your 5K or 1 Mile Fun Run/Walk registration fee. All you need to do is check the box below.

☒ I want to receive a refund for a portion of my event registration fee if I raise at least \$250.00.

Your Individual Fundraiser Name *
Test Test

Your Fundraiser Goal
\$ 100

Page Options
☐ Hide from public lists.
Still visible via direct link.

Tagline

Create Your Custom Fundraiser URL
<https://www.givesignup.org/>

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

Choose your image
You can upload .png, .jpeg, .jpg, or .gif files.
☐ Save as my profile picture

Personal Message Heading
Story

Personal Message to Display on Your Fundraiser Page

File Edit View Insert Format Tools

Paragraph **B** *I* U

Dear Friends,

Welcome to my fundraising page! I am participating in the *Miracles in Motion* in Motion 5K, which is raising money for Johns Hopkins Children's Center. By supporting me, you will be supporting patient- and- family-centered care, education, and research efforts for the more than 100,000 patients seen at Johns Hopkins Children's Center each year.

Please consider making a donation to my page to improve the lives of patients and families receiving care at Johns Hopkins Children's Center!

Add a header.

Update your personal fundraising goal. Push yourself!

Share your story! Include your 'why' - WHY you are fundraising for JHCC.

You can add add photo, links and videos here.

This is where you can really make your fundraising page unique! To gain foot traffic, add photos, links and share your story - the more personal, the better! You can share information on what you're fundraising for and why you chose that area.

Once you've put all that work in to customize your page, don't forget to save your changes!

Help another PARTICIPANT

Gift Registration

Gift a registration so that all can attend regardless of financial status.

Gift Registration — \$25.00

Quantity:

Continue

Back

You have the option to pay for a registration fee for an individual who wants to participate and doesn't have the financial means to do so.

Enter your payment information.

Enter Your Payment Information

Card Number *

VISA

Expiration Date *

Month

Year

CVV *

First Name *

Test

Last Name *

Test

Street Address *

Country *

US - United States

Zip Code *

City *

State *

MD - Maryland

☐ Save my credit card for a quicker registration next time.

Purchase Summary

Item	Total
5K or 1 Mile Fun Run/Walk Rachel Hammer	\$25.00 \$25.00
T-Shirt Medium	\$0.00 \$0.00
Coupon Code ⓘ	
<div></div> <div>Apply</div>	
Base Cost:	\$25.00
Processing Fee: ⓘ	\$3.45
Total:	\$28.45

Add a discount code here if you have one!

You can clear this transaction within 15 minutes. This is a rain or shine event; there are no refunds for weather or other reasons.

Confirm Payment: \$28.45

Back

Confirm payment to complete registration! You will receive an email confirmation once finished.

ASK FOR DONATIONS

Be the first person to donate to your page. It's a great way to show you are dedicated to the cause, and others are more likely to donate when they see that you've donated already.

Reach out to everyone you can. Remember, you're not asking for yourself but to support a cause close to your heart – so be courageous in your requests. And don't overlook the importance of following up; some individuals may intend to donate but just need a gentle nudge.

We offer exclusive Johns Hopkins Children's Center merch for those who meet our fundraising goals! Individuals who raise \$1,000 or more become '1K Club' members who receive all prizes, and a unique top gift for their efforts.

We will announce our 2026 fundraising incentive rewards soon!

During our pre-race welcome ceremony, top fundraisers will receive a special engraved award. Awards will be presented to the:

- Top 3 individual fundraisers
- Top 3 fundraising teams

Winning teams are encouraged to take a group photo upon receiving their award.

The winners will be based on the final fundraising total as shown on the individual or team fundraising pages as of **Friday, September 25, 2026 at 5:00 P.M. EST*

RAISE \$250 IN A WEEK!

Sponsor yourself for \$25 = **\$25**

Ask three family members for \$25 = **\$75**

Ask five friends to donate \$10 each = **\$50**

Ask five coworkers to sponsor you for \$10 = **\$50**

Ask your company for a \$50 contribution = **\$50**

TOTAL \$250



EMAIL TEMPLATES

Login to your fundraising center --> click profile --> scroll down to your personal page and choose “send emails” to easily access these templates.

Or, you can simply copy and paste the message below to send from your personal email inbox.

“Donation Request” Email

Subject: Help me make miracles for patients at Johns Hopkins Children’s Center

Dear [Recipient],

I'm participating in my first Miracles in Motion 5K, organized by the Johns Hopkins Children’s Center. This event is not just about crossing the finish line; it’s about taking little steps for a big cause to support the patients and programs at the Johns Hopkins Children’s Center.

There are more than 92,000 patient visits and nearly 9,000 pediatric admissions each year. That's why I'm reaching out to ask for your support.

[INCLUDE YOUR PERSONAL STORY HERE]

By donating to my fundraising page, you'll directly contribute to the Johns Hopkins Children’s Center, [INSERT AREA SPECIFIC]. Johns Hopkins Children’s Center represents both the birthplace of modern pediatrics and the future of pediatric healthcare.

Please consider making a donation to my fundraising page [INSERT LINK TO YOUR FUNDRAISING PAGE]. Your contribution, no matter the size, will make a meaningful impact. Together, let's make miracles for the kids!

Thank you for your support and generosity.

“Donor Thank You” Email

Subject: Thank you for your generous donation to the Miracles in Motion 5K!

Dear [Donor's Name],

I wanted to take a moment to express my deepest gratitude for your generous donation to my fundraising page for the Miracles in Motion 5K Run, supporting the Johns Hopkins Children’s Center.

Your contribution is not just a financial gift; it's a beacon of hope for kids and their loved ones. With every dollar raised, we're able to continue to provide dozens of pediatric subspecialties including trauma and burn services, allergy, cardiology, gastroenterology, nephrology, neurology, oncology, pulmonary and more!

[ADD IN PERSONAL REASON FOR SUPPORT, AS NEEDED]

It's thanks to you that we're able to make miracles for kids at Johns Hopkins Children's Center. Your support means more than words can express, and I am truly grateful for your kindness and compassion.

Once again, thank you for your generosity and for taking little steps for a big cause.

Warmest regards,



Fun Ways to FUNDRAISE

- Consider a casual day at work such as “**Dress Down For the Kids.**” Those who donate receive the incentive to wear jeans to work. Or, host a happy hour and ask for a donation onsite.
- **Enlist your employer’s support.** Ask if they will match your team’s fundraising total. Check to see if you have a gift matching program for employees.
- Instead of asking for traditional birthday, housewarming or celebration gifts, ask your friends and family to **make a donation to your team.**
- **Hold a benefit night** at a local restaurant. Many restaurants already have programs in place to help you fundraise. Just ask.
- Instead of spending \$5 a day on coffee, donate one day a week where you skip the coffee and **give \$5 toward your fundraising goal.**
- **Host a pre-event fundraiser** like a garage sale, bake sale, a dinner party, a back-to-school BBQ, an ice cream social or a car wash. Donate all proceeds to your team.
- **Post a bingo board** to your social media pages. Have friends, family and social media friends pick a square and donate to your fundraising page.





SOCIAL MEDIA TIPS

1. Make it Personal

Share your heartfelt connection to Johns Hopkins Children's Center. Your story is powerful and can inspire others to take action.

2. Harness Hashtags

Boost visibility with strategic hashtags. But remember, relevance is key! Consider creating custom hashtags for your team and be sure to use the event's hashtags - #JHCCMIM5K #ForTheKids

3. Visual Appeal

Capture attention with photos and videos (keep them short and engaging). We recommend including images with all your posts for maximum impact.

4. Consistent Posting

Stay top-of-mind by posting regularly. It may take several mentions before your posts reach everyone in your network. Share updates on your fundraising journey and post reminders.

5. Team Spirit

Give shoutouts to your team members! Tag them to express gratitude for their support and fundraising efforts.

6. Gratitude Matters

Show appreciation to your donors by tagging them in your posts. A little thank you goes a long way in making them feel valued and inspiring others to contribute.

7. Instagram Bio Boost

Don't forget to add your personal fundraising page link to your Instagram bio for easy access.

8. Go Live

Utilize live streaming on platforms like TikTok, Facebook, Instagram or Twitch to share your fundraising journey in real-time. Let your followers know why this cause is important to you and how they can get involved!



SOCIAL MEDIA TIPS

Here are sample posts to get you started.



Facebook
Tag @JohnsHopkinsChildrens Center

I am excited to share that I am participating in the Johns Hopkins Children's Center Miracles in Motion 5K on Saturday, September 26! Join me in supporting the Children's Center by making a gift to my fundraising page [link your personal fundraising page]. Together we are taking little steps for a big cause!

Lace up your sneakers and join me for the Johns Hopkins Children's Center! Let's come together to support kids and their families in a time of need. Join me in taking little steps for a big cause on Saturday, September 27 at the Maryland Zoo in Baltimore. Register now [Link to register]



X
Tag @HopkinsKids

★ Calling all champions for change! Join us on September 26 for the Miracles in Motion 5K/1 Mile race event. Lace up and take little steps for a BIG cause. Register now: [Link to registration] Let's stride together towards a brighter future #JHCCMIM5k #ForTheKids. Register now: [Link to registration]

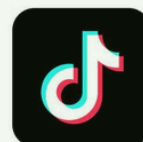
👤👤👤 It's time to put on your walking shoes and register for the Johns Hopkins Children's Center Miracles in Motion 5K/1Mile run and help my team reach our fundraising goal. Your support means everything. Donate today: [Link to your personal fundraising page]



Instagram
Tag @HopkinsChildrens

I am excited to share that I am participating in the Johns Hopkins Children's Center Miracles in Motion 5K on Saturday, September 26! Join me in supporting the Children's Center by making a gift to my fundraising goal [link your personal fundraising page]. Together we are taking little steps for a big cause!

I'm raising funds to preserve childhoods and futures. Your donation to my Miracles in Motion fundraising page directly supports patients and families at Johns Hopkins Children's Center. Join us in making a positive impact! ★ [Link to your personal fundraising page].



TikTok Include a link in your profile to your team and/or fundraising pages

Video Idea: Include personal video of WHY you are raising funds and running for JHCC.

Caption: Join me at the Maryland Zoo in Baltimore on September 26 where we will run a 5K for kids being treated at Johns Hopkins Children's Center. Together, we're stronger! Link in my bio.

Video Idea: A fun dance challenge featuring participants and volunteers dancing to an upbeat tune, with text overlay highlighting event details and registration information.

Caption: I am running for kids treated at Johns Hopkins Children's Center. Together, we're stronger! Donate today - Every dollar counts! Link in my bio.

YOUR IMPACT

The **Miracles in Motion** 5K Run/1 Mile Walk raises much-needed funds to support Johns Hopkins Children's Center and you can designate your fundraising dollars to a specific program in the Children's Center or to the area of greatest need.



Research



As the **birthplace of academic pediatrics** in the United States more than a century ago, Johns Hopkins Children's Center has been at the forefront of research. Our physician-scientists have unraveled and continue to unravel the mechanisms of childhood disease and to develop treatments for disorders common and rare.

Clinical Innovations



Founded in 1912 as the children's hospital at Johns Hopkins, the Johns Hopkins Children's Center offers one of the most comprehensive pediatric medical programs in the country, with more than **92,000 patient visits** and nearly **9,000 admissions** each year. JHCC is committed to consistently improving patient care through research and innovation.

Patient- and Family- Centered Care



We recognize that the highest quality of care can be achieved through **collaboration between health care professionals and those they serve**. We believe that patient- and family-centered

care can only be provided when staff partner and collaborate with the patient and family at the center of our work. At Johns Hopkins Children's Center, the Department of Patient- and Family-Centered Care strives to strengthen these partnerships with our patients, families, staff and the community.



OFFLINE DONATIONS

Want to donate by check? Download the **Offline Donation Form** on our website.

Please send your completed form with payment to:

Johns Hopkins Children's Center

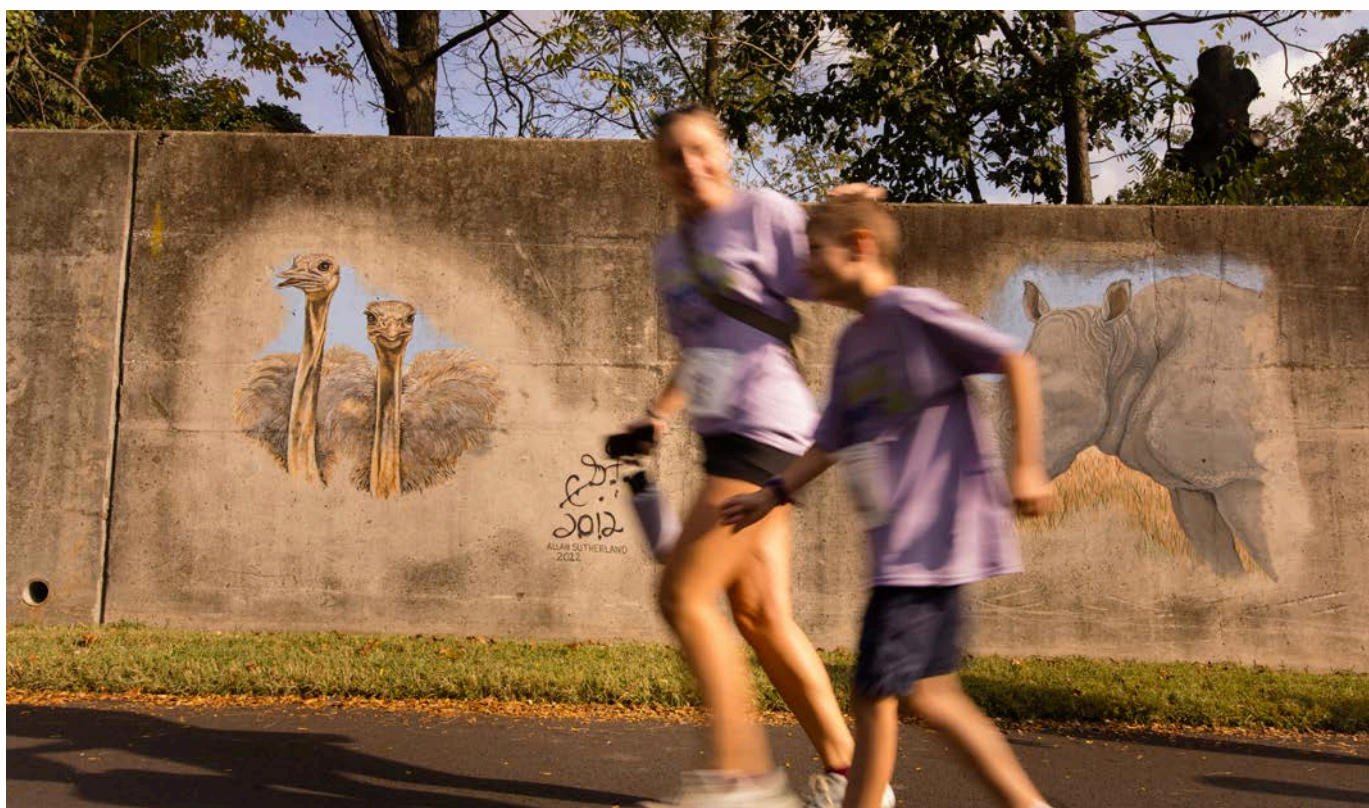
Attn: Chelsea Kirk

750 East Pratt Street

Suite 1700

Baltimore, MD 21202

If you'd like to give another way – stocks, annuities, donor advised fund – please contact our office at **HopkinsChildrens@jhmi.edu**.



FAQS

Is there a fundraising minimum to participate in the run/walk?

No. There is no fundraising minimum but participants are encouraged to personalize their fundraising page and raise \$250.

Are all donations tax-deductible?

Yes. All monetary donations are tax-deductible to the fullest extent allowed by law. If the donation was made online, the tax receipt will be emailed to the email address you used to register. If you donated via check, you will be mailed a receipt.

Are there any awards or fundraising incentives for top fundraisers?

We offer exclusive Johns Hopkins Children's Center merch for those who meet our fundraising goals! Individuals who raise \$1,000 or more become '1K Club' members who receive all prizes, and a unique top gift for their efforts. We will announce our 2026 fundraising incentive rewards soon!

During our pre-race welcome ceremony, top fundraisers will receive a special engraved award. Awards will be presented to the:

- Top 3 individual fundraisers
- Top 3 fundraising teams

Are there any awards for top runners?

Yes! The top three male/female/non-binary finishers to place overall will be recognized and will receive an award.

I received a donation, but don't see it on my fundraising page?

All mailed donations should appear on your page within two weeks of being received by Johns Hopkins. If you do not see your donation(s) on your page, please email us at HopkinsChildrens@jhmi.edu.

What if people want to give me cash?

Please send a personal check covering the amount, along with a corresponding donation form. We will be able to credit your donors for their generosity if you include their information. Or, you can bring cash donations to the race with the completed donation form.

Can I continue to collect donations after the event?

Yes! The event website will remain open for 90-days post-event.

Can I bring a stroller?

Yes, strollers are welcome along both the 5K and 1 mile course. For safety, stroller participants should start in the back of the line when the race begins for both the 5K and 1 mile events.



THANK YOU!

We are excited to see you on September 26 at the Maryland Zoo in Baltimore for this inaugural event to support Johns Hopkins Children's Center!

We look forward to hosting you and your family while we come together as one community with one goal: making a positive impact on the lives of patients and their families at Johns Hopkins Children's Center.

If you have any questions or feedback, you can reach out to:

Jordyn Taylor
Associate Director of Donor Relations
Johns Hopkins Children's Center
jtayl200@jhmi.edu

