



2026 TEAM CAPTAIN GUIDE



WELCOME

Thank you for registering for the Johns Hopkins Children's Center Miracles in Motion 5K/1 mile run/walk! We're thrilled to have you on board as a **Team Captain**!

Your decision to lead a fundraising team will make a significant difference for patients facing the challenges of pediatric injuries and illnesses. By taking this step, you're joining a community that's focused on raising awareness and fighting against pediatric disease.

As a Team Captain, you play a vital role in rallying support, fostering teamwork, and inspiring others to contribute to our cause. Your leadership will help raise crucial funds to support whatever area of Johns Hopkins Children's Center that you choose - whether that's patient and family centered care, child life, respiratory therapy, infectious disease, the heart center, and so many more.

Every step you take and every dollar you raise will directly contribute to enhancing the patient experience through research support, clinical support, or support of a specific unit. Together, we aim to raise \$250,000 to support the patients and families at Johns Hopkins Children's Center.

We encourage you to leverage your passion and creativity to engage your team members and the broader community in fundraising efforts. Your dedication and commitment will undoubtedly make a profound impact on the lives of children in our community and beyond.

Thank you for joining us in taking big steps for a little cause! Together, let's stride toward a future where diseases are eradicated and children's futures are preserved.

Cheers,

Chelsea Kirk
Director of Development



Thank you for joining the Johns Hopkins Children's Center Miracles in Motion 5K Run/1 Mile Walk! Your participation and fundraising efforts will directly benefit programs and resources to support thousands of children with pediatric 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:

3	Team Captain Timeline	10	Team Motivation Tips
4-5	Registration and Personalizing Your Fundraising Page	11	Fun Ways to Fundraise
6	Recruit Team Members	12-13	Social Media Tips
7	Ask for Donations	14	Your Impact
8-9	Email Templates	15	Offline Donations
		16	FAQs

TEAM CAPTAIN 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 or more.
- 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 this event 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 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.



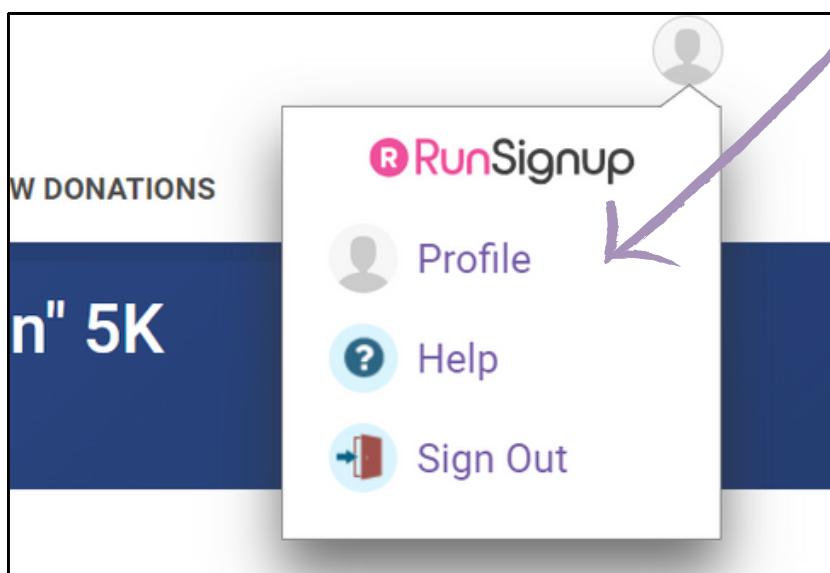
GETTING STARTED REGISTER

Register yourself as the team captain (your individual personal fundraising page will be created at the same time). Register at the Miracles in Motion website.

After you register, visit the Miracles in Motion website to login with the username and password you created during the registration process.

Personalize YOUR TEAM PAGE

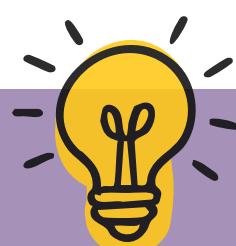
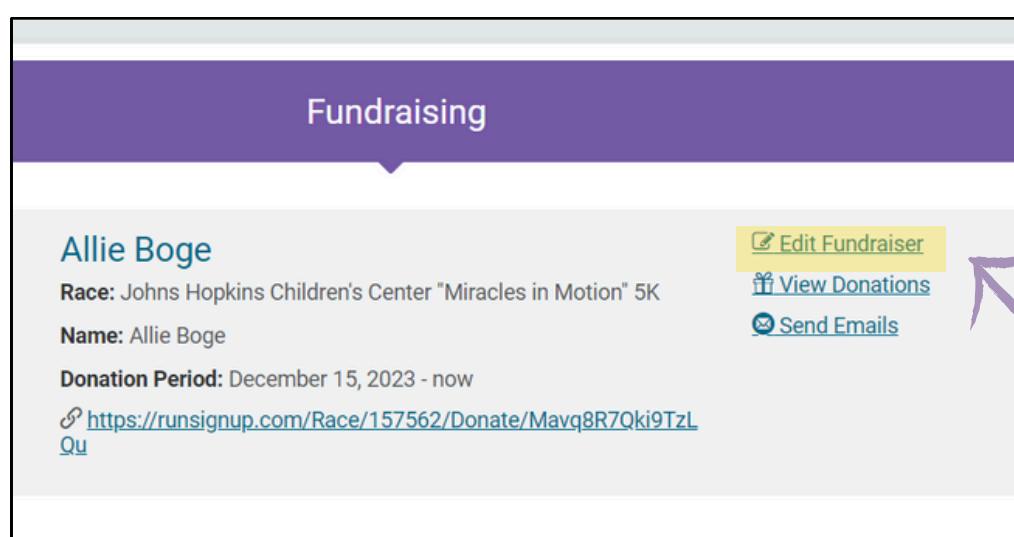
Click the “person” icon in the top right and choose “Profile” from the dropdown menu.



The Fundraising Center allows you to:

- Check your current fundraising totals and donors
- Update your personal page fundraising goals
- Update your personal page with images, text and video
- Send emails to invite others to join your team, donate or thank them for their support
- Post messages about the Johns Hopkins Children's Center Miracles in Motion 5K Run/1 Mile Walk on social media

Scroll down to the Fundraising section. Click “Edit Fundraiser”



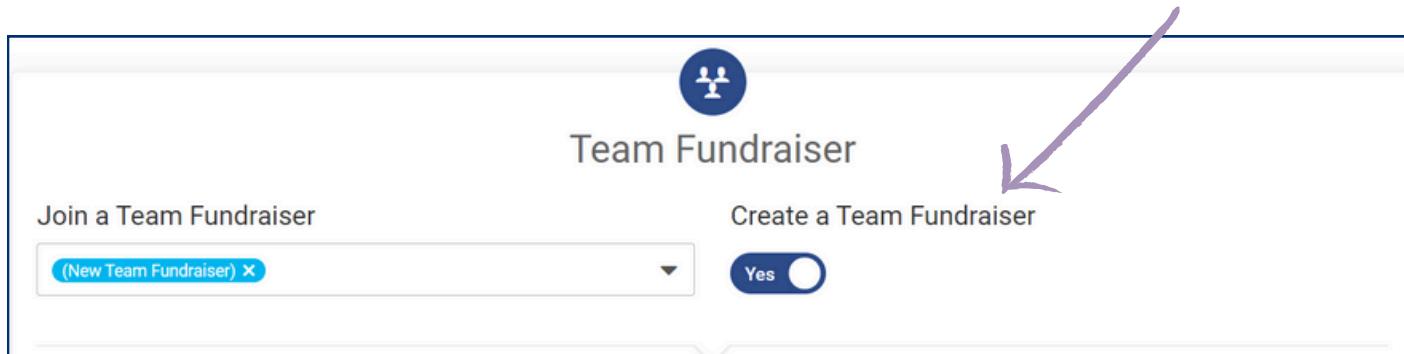
Set a goal for how many team members you would like to recruit and set a team fundraising goal.

All team captains should set a minimum personal fundraising goal of \$250 and a minimum team fundraising goal (the number of team members x \$250). In your fundraising center, customize these goals along with fundraising links and share your story to let people know why your team is fundraising. We also encourage you to personalize your page with meaningful pictures or video.

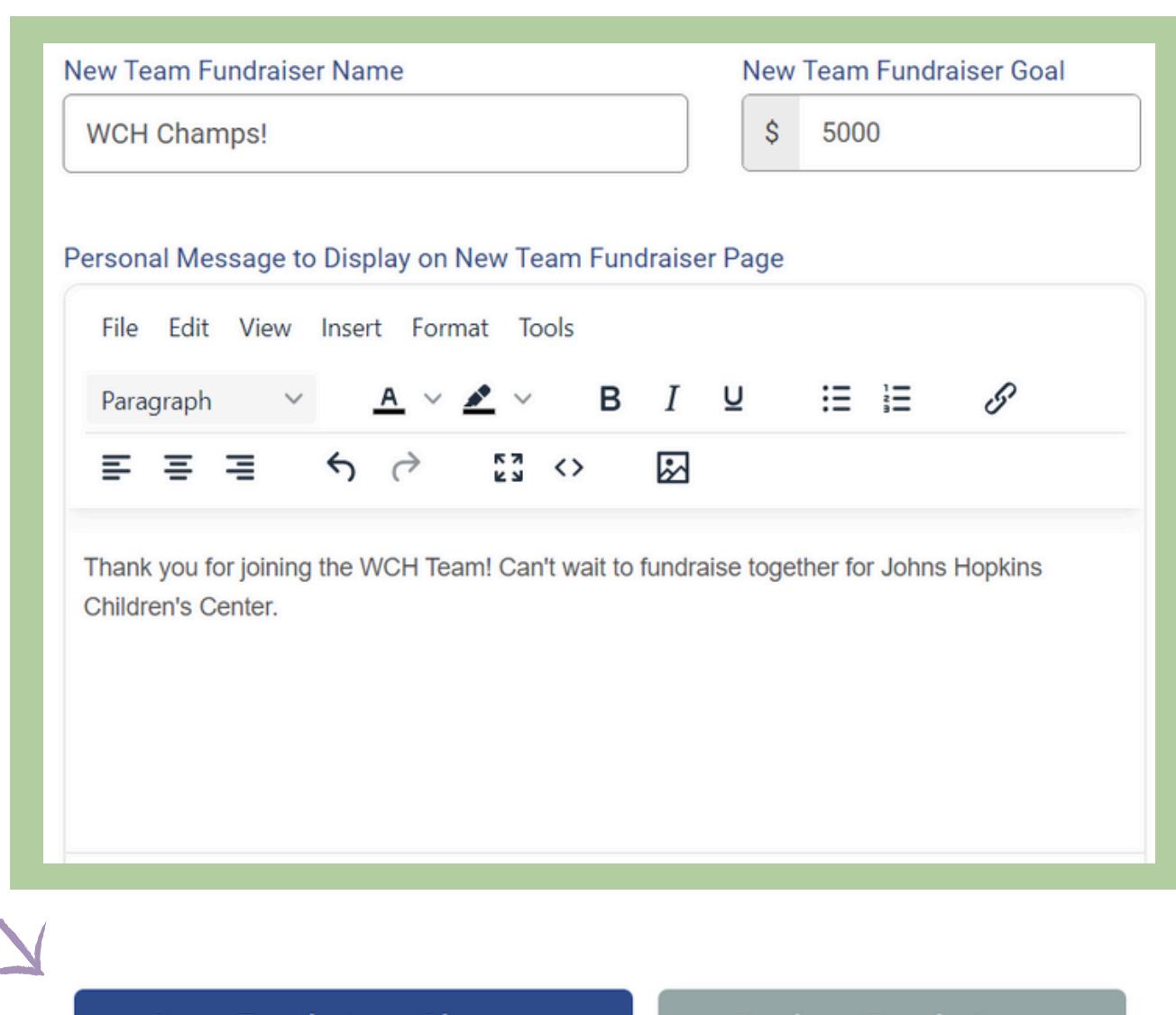
CREATE YOUR TEAM PAGE

After selecting “**EDIT FUNDRAISING**” scroll down to **TEAM FUNDRAISER**.

1. Select “NEW TEAM FUNDRAISER.”
2. Be sure to switch NO to YES on the prompt: Create a Team Fundraiser.



3. Create a team name.
4. Set your team fundraising goal.
5. Write a little bit about your team!



**Don't forget
to press
“Save
Fundraiser
Changes.”**

RECRUIT TEAM MEMBERS



Now that you've created your team, it's time to enlist supporters for your cause. Participants of all ages, whether they prefer running or walking, are encouraged to join.

Your team can serve as a beacon of hope, demonstrate solidarity with those affected in our community or champion the mission of empowering children's health and wellness. With the collective strength of your friends, family and colleagues, you'll amplify your impact beyond measure. Who will stand alongside you on this journey?

Who should you recruit to join your team?

- Family members
- Friends
- Neighbors
- Social groups
- Sport teammates
- Families from your child's school, teams or clubs
- Work colleagues and vendors



Remember, all team members must register online at HopkinsChildrens5K.org and choose “Join a team” during the registration process.

Don't forget to share your team's name with them so they can find you!

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 past the message below to send from your personal email inbox.

“Team Recruitment” Email

Subject: Join my Miracles in Motion team fundraiser for the kids!

Dear [Recipient],

I'm reaching out to you with an invitation to join my team for the Miracles in Motion 5K Run/1 Mile Walk benefiting the Johns Hopkins Children's Center. Our team name is [_____] and we have a goal of raising [\$_____] by race day on September 26 at the Maryland Zoo in Baltimore.

All of us, in one way or another, have been impacted by the Children's Center. Whether it is someone in your own family, a neighbor, a friend's child -- all of us can understand the importance of supporting pediatric health care.

[INCLUDE YOUR PERSONAL STORY HERE]

Every step we take and every dollar we raise directly supports [INCLUDE AREA OF HOSPITAL YOU ARE SUPPORTING] Together, we can make a real difference in the lives of those impacted by the Children's Center.

Whether you're a seasoned runner or prefer a leisurely walk, there's a place for you on our team. Plus, by joining forces, we can amplify our impact and work towards a future of more cures, birthdays and smiles for all children.

Please consider joining our team and spreading the word to your friends and family. Together, let's take small steps for a big cause on September 26.

To join our team or learn more, simply click the link [INSERT LINK TO YOUR TEAM PAGE]. Your support means the world to us.

Thank you for considering this opportunity, and I look forward to striding alongside you!

Warm regards,

[Your Name]



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 past 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 at the Maryland Zoo in Baltimore on September 26. This event is not just about crossing the finish line; its about taking little steps to support the patients and families of Johns Hopkins Children's Center .

This year, I am running on team _____. Our team is supporting [SPECIFIC AREA IN HOSPITAL]. We would be so appreciative if you would donate today.

[INCLUDE YOUR PERSONAL STORY HERE]

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/1 Mile Walk, 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 service, a burn unit, allergy, cardiology, cystic fibrosis, gastroenterology, nephrology, neurology, oncology, pulmonary and transplant.

[ADD IN PERSONAL REASON FOR SUPPORT, AS NEEDED]

Because of you, we are able to make miracles for the all of the 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.

With your support, our team raised \$_____ this year for Johns Hopkins Children's Center.

Once again, thank you for your generosity and support for this cause.

Warmest regards,





TEAM MOTIVATION

Tips

- After you create your team and recruit runners and walkers, send them an email or call them within one week to thank them for registering and to ask them to join your fundraising effort.
- Some of your team members may not have raised money before, so offer to help them with tips to personalize their fundraising pages and to use the online tools that are available. If each team member can even send one email and post one Facebook message asking their friends and family members to support them, your team will likely reach the fundraising goal.
- Organize training runs or walks to get your team motivated about the big day or host a social event where you can share updates on your team's fundraising progress.
- Share stories, videos, quotes and stats about Johns Hopkins Children's Center to remind people that their participation makes a difference for children in need.
- Acknowledge team member successes, notify the team when goals are met, and thank everyone for their hard work.
- Incentivizing team members calls for a little creativity! Offer the top fundraiser on your team the opportunity to choose the color of your team t-shirts or which restaurant you go to after the race. Provide members weekly shout-outs on social media.

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.





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 @JohnsHopkinsChildrensCenter

Join us for a cause close to our hearts! Lace up your shoes and join the Johns Hopkins Children's Center Miracles in Motion 5K. Join my team, [TEAM NAME] to make a difference: [Link to registration].

Every step counts, every dollar matters. Join me in supporting the Johns Hopkins Children's Center Miracles in Motion 5K. Help me and my team reach our fundraising goal by making a gift to support my team: [Link to your personal fundraising page]



X

Tag @HopkinsKids

⭐ Calling all champions for change! Join us on September 26 for the Miracles in Motion 5K. Lace up and join my team, [Team Name]. Together towards a brighter future. Register now: [Link to registration]

🏃‍♀️🏃‍♂️🏃‍♂️ It's time to put on your shoes and join the Miracles in Motion 5K. Register for the Miracles in Motion 5K and help my team reach our fundraising goal. Your support means everything. Donate today: [Link to your personal fundraising page]

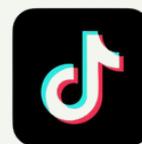


Instagram

Tag @HopkinsChildrens

Lace up your sneakers and join me for the Miracles in Motion 5K! Let's come together to support children and their families. Join my team, [Team Name] TODAY by registering here: [Link to register]

I'm raising funds for the Johns Hopkins Children's Center. Your donation to my Miracles in Motion 5K fundraising page directly supports programs the 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.*

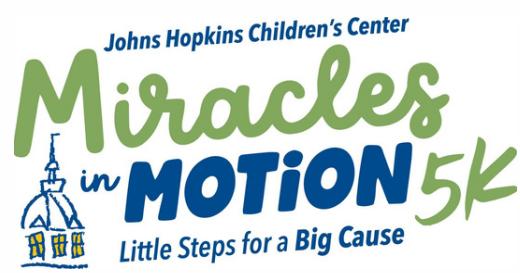
Caption: Join me at the Maryland Zoo in Baltimore on September 26 where we will run a 5K for kids being treated at Johns Hopkins Children's Center. Together, we're stronger! Link in my bio.

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

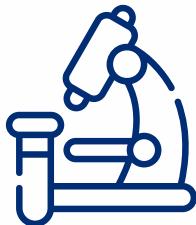
Caption: I am running for kids treated at Johns Hopkins Children's Center. Together, we're stronger! Donate today - Every dollar counts! Link in my bio.

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

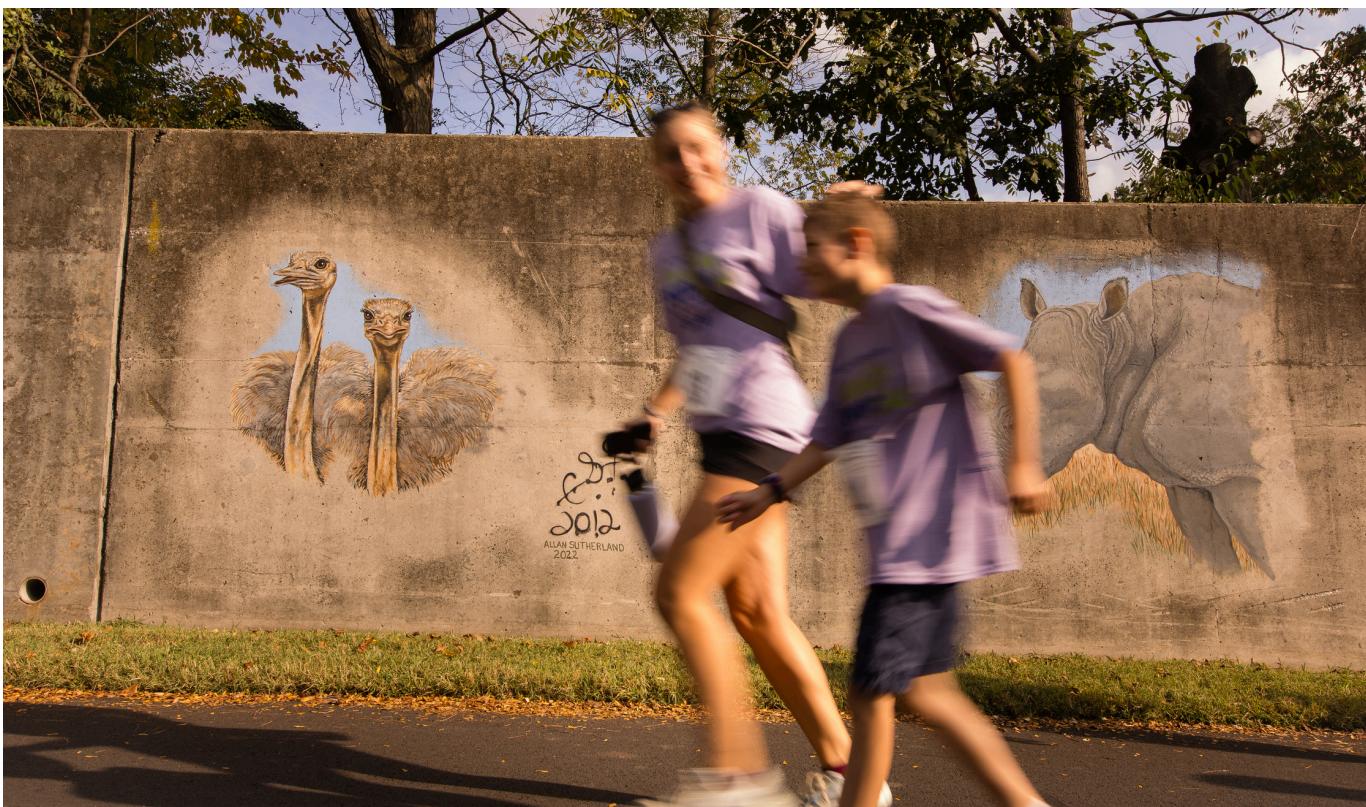
Want to donate by check? Download the [Offline Donation Form](#) on our website.

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

