Extra Life
Children's Miracle Network

Stollery
CHILDREN'S
HOSPITAL
FOUNDATION

Step By Step Guide For Team Captains

EDMONTON AND AREA CORPORATE CHALLENGE
WHERE WORK COMES TO PLAY

One step closer to being a hero for kids in your backyard!

Thank you for stepping up to be a team captain, and more importantly, a hero for kids in your backyard!

By committing to lead a Corporate Challenge Extra Life Team, you're about to make an incredible difference in the lives of kids across northern Alberta. All funds raised through this program will support the Stollery Children's Hospital Foundation.

Let's get ready to play

#ForTheKids #stollerykids

Step 1: Lead by Example

Everyone loves a strong leader. Set up your account at www.extra-life.org Step by step instructions are included in the following pages.

Step 1: Lead by Example

Fill out your first name, last name, email address and create a password.

Step 1: Lead by Example

When you **“click yes”** to allowing the webpage to use your location it will automatically populate the hospital closest to you.

Step 1: Lead by Example

If you would like to earn prizes based on your fundraising efforts you may want to consider the **“platinum”** registration. Otherwise select **“classic”** and click **“continue to next step”**

Step 1: Create A Team

When asked for registration type select **“create a team”** then click **“continue to next step”**

Step 1: Create A Team

When asked for team type click on **“Extra Life Team”** then click **“continue to next step”**

Step 1: Create A Team

Now for the fun part! Create a team name. Please be sure to include your COMPANY NAME and CORPORATE CHALLENGE in someway so we know who you are. Example: Corporate Challenge ATB or ATB Corporate Challenge

Step 1: Create A Team Name

Set a fundraising goal. We suggest $100 per player.

That's simply 5 people you know agreeing to sponsor you at $20 each!

Step 1: Setting Goals

If you would like to start by making a personal donation now is the time to do so. The second part of this screen is VERY IMPORTANT: if you did not turn your location on please be sure to select **“Stollery Children’s Hospital Foundation”**

Step 1: Contact Information

After you fill out your contact information be sure to read and agree to the terms and conditions then click **“continue to confirmation”**

Step 1: Complete Registration

Double check all that all the information you entered is correct. If you are not a robot, click **“I’m not a robot”** and then **“complete registration”**

COMPLETE YOUR REGISTRATION

Review the information below and complete your registration. Afterwards, you’ll have access to your very own online fundraising page you can personalize and send to friends and family.

Complete Registration

Please review your details and complete your registration below.

Name & Email Make Changes

jane doe janedoe2@gmail.com

Registration Type Make Changes

Participant Type	Extra Life Classic
Role	Team Captain
Team Name	test team 12o
Team Type	Extra Life Team
Team Fundraising Goal	$5000.00 USD

Step 1: Customize Your Personal Page

Thank You!

WELCOME JANE DOE!

You now have your very own Extra Life Fundraising Account that you can personalize and collect donations through. All it takes is a few clicks to share your fundraising link on Facebook and Twitter, import your contacts and send emails to your community. After that, buckle up and watch the donations start to come in to help save the lives of kids in your local town.

Most Extra Lifers dedicate an entire day of play to help raise funds and awareness. In 2020, our big Game Day is **November 7**, but you can participate in Extra Life *any* day that works for you.

Thank you again for supporting your local children's hospital. Play games, heal kids.

Team Extra Life
Children's Miracle Network Hospitals

CUSTOMIZE YOUR PAGE

Step 1: Customize Your Personal Page

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Most people have a Stollery story or know of someone who has benefitted from the Stollery. This is a great place to share that story and tell people why you are fundraising and what it means to you.

Step 1: Customize Your Link

Everyone likes a custom link. Create yours here. May we suggest using your team name?

Step 1: Woo Hoo You Did It!

Use the links below to tell others about your fundraising goals and why your are raising funds through Extra Life.

Step 1: Customize Your Page

This is where things get really fun! By adding an incentive it encourages donors to get you to your goal. Some fun things you might want to do are:

- Eat a hot pepper when you reach $100
- Bake a dozen cookies for every person who donates $25 or more
- Shave your head if you raise $250

The possibilities are endless, have fun and remember,

its for the kids!

Step 1: Tell your Friends

This is the MOST IMPORTANT step. Tell your friends! Be sure to share your personal fundraising page and link via your social media channels or by texting or emailing your personal page link.

Step 2: Let Us Know You Are Registered

Email Liane Cournoyer at Corporate Challenge
liane@tntevents.ca with the following information:

1. Team name (as registered on Extra Life)
2. Team captain first and last name
3. Email address of team captain

This information will allow us track who is participating. We will also be awarding random prizes for participants and top fundraisers.

STEP 3: BUILD YOUR TEAM

Now that you have set yourself up for success it is time to invite your friends, family and colleagues to join you on this fun filled mission to help kids in your backyard!

Select the **“your team fundraising”** tab then **“invite friends”**

STEP 3: BUILD YOUR TEAM

Follow the steps below to craft an email to your colleagues, friends and family. You will use this same page to send messages to your team about fundraising and event updates.

Step 3: LEVEL UP

Extra Life is an incredible team building activity. Not only can you interact with each other while enjoying games you love but you also supporting kids in your community.

If you want to take the Extra Life experience to the next level here are a few ideas:

- Get your boss, manger or CEO to take one for the team. If your team reaches a certain goal maybe they get a pie in the face, shave the beloved beard or post a funny picture or tik tok of themselves on social media?
- Perhaps you want to set a fundraising milestone. When the team raise $X then everyone gets a pizza lunch, donuts or everyone gets to wear their favorite onesie's at the next staff meeting?
- Would they let you have a day off with pay if you raised $1000 ?? Maybe they could get the best parking spot for 6 months?

You are only limited by your creativity!

BEST PRACTICES

- Customize team pages
- Share stories, does one of your employees have a personal connection to the hospital that they are willing to share with their colleagues?
- Schedule and promote fundraising ahead of time. Set a fundraising minimum
- Send a dedicated e-blast
- Share on social media channels & internal company message boards
- Offer an incentive for donors or team members
- Utilize team captain tools in Extra Life Dashboard
- Initiate a challenge with another Corporate Challenge team
- Does your company have a matching program?
- Would this count as volunteer or community service hours?

Helpful Links

Register

Team Captain Best Practices

Extra Life Mobile Fundraising Apps

Extra Life FAQ

Still Have Questions?

Let us know. We're here to support you in your fundraising
#stollerykids

Melinda Melinda.elgot@stollerykids.com

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