

2024



GIVE LIFE



5K
PROMOTING ORGAN
& TISSUE DONATION

DATE:
May 4, 2024

LOCATION:
Raccoon River Park
2500 Grand Ave, West Des Moines



PARTICIPANT TOOLKIT



GREETINGS, DONATION ADVOCATE!

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ARE YOU THE TEAM CAPTAIN? THIS ROLE IS AN IMPORTANT ONE.

You become the chief motivator and coordinator for your team. You also help to set fundraising and recruitment goals. We know it can be a big task so this toolkit is filled with resources to help you succeed. Your time and commitment helps make this race a success year after year and we are so grateful for Team Captains like you.

Thank you for your commitment to the cause and for working tirelessly to raise funds for the mission. You make a difference and are helping to transform lives through organ, eye and tissue donation.

WHO WE ARE

Iowa Donor Network is a non-profit organization that operates as the primary contact for organ, tissue and eye donation services for the state of Iowa. The Centers for Medicare and Medicaid Services have certified Iowa Donor Network to function as the single organ procurement agency in the state. Iowa Donor Network also serves as the tissue recovery agency for the state.

As an organization, we strive to provide the best possible care to our donor families, facilitate the recovery of organs and tissues, educate the communities we serve and support special events to promote donation throughout Iowa. To fulfill our mission, we collaborate with the Iowa Lions Eye Bank, healthcare professionals and organizations statewide to honor the gift of life.

MEET OUR MASCOT!

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I'M DONOR DOG, BUT
YOU CAN CALL ME DD!



WHAT WE DO

- Provide Iowans with the information needed to make an informed decision about becoming a registered donor
- Manage the Iowa Donor Registry
- Support and honor donor families
- Design processes to ensure the safety of donated organs and tissue
- Provide clinical support for organ and tissue recovery
- Educate professional partners about the donation process



OUR MISSION & VALUES



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**WORKING
TOGETHER TO
TRANSFORM
LIVES THROUGH
ORGAN & TISSUE
DONATION**



SERVE WITH HEART



DRIVE & EMBRACE THE FUTURE



BE CLEAR, BOLD, AND RESPECTFUL



ALWAYS OWN IT

EVENT DETAILS

SATURDAY, MAY 4

Raccoon River Park, West Des Moines



EARLY BIRD:

Ends March 31

\$5 Off Run/Walk/Roll and Virtual

REGULAR REGISTRATION:

April 1 - May 3

Run/Walk/Roll: \$30

Virtual: \$20

Youth: \$12

SAME DAY REGISTRATION:

May 4

All: \$35



PRE-RACE PACKET PICK-UP

Thursday, May 2: 4:00-6:00 PM

Friday, May 3: 12:00-6:00 PM

LOCATION

Iowa Donor Network
320 Adventureland Dr NW
Altoona



RACE DAY SCHEDULE

7:30 AM Packet Pick-Up & Registration

8:30 AM Opening Ceremony

8:45 AM Warm-Up

8:50 AM Kids Fun Run

9:00 AM Race Begins

TAKE ADVANTAGE OF YOUR PERSONAL FUNDRAISING PAGE

The backend of the Give Life 5K website can be a useful way to communicate with your team and make your page more personal.

Login to your account and go to your Participant Center. This is the backend of your personal page as well as access to your team's page.

PERSONALIZE YOUR PAGE

From the photo to your URL link, you can make your page embody your Why.

Why are you taking part in the Give Life 5K? Who are you honoring?



Personal Page

Customize your Personal Fundraising Page URL: http://event.iowadonetwork.org/site/TR/RunWalk/General?px=1033769&pg=personal&fr_id=1090 [URL Settings](#)

Title [Edit Content](#)
Welcome to My Personal Page

Body
Every 10 minutes a new person is added to the national transplant waiting list. Every day, 20 people die because they didn't receive their gift of life in time.

I'm participating in the Green 5K to support of Iowa Donor Network and their mission *Working Together to Transform Lives Through Organ, Eye and Tissue Donation.*

Please help me reach my fundraising goal to support an organization that is important to me. I sincerely appreciate your help in saving and transforming lives!

Add a Personal Photo/Video [Update Media](#)

A THOUSAND WORDS

Photos are an effective way to personalize your message and help others relate to you and your honoree.

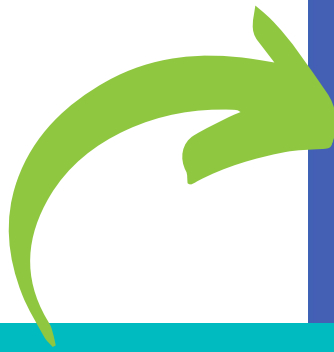




COMMUNICATION IS KEY

The 5K platform comes with templates for emails that you can utilize to communicate with your team or with your financial donors. You can use them as is, or create your own message.

This also allows you to reach out to past team members from the previous year and ask them to join you again.



UTILIZE SOCIAL MEDIA

Instantly create a Facebook Fundraiser by logging into your Participant Center, click the 'Edit Fundraiser Content' button, and following the steps to publish your fundraiser.

REACH YOUR GOAL FASTER RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Update your personal page content to configure the content of your Facebook Fundraiser.
- 2 Connect this fundraiser to Facebook.
- 3 Invite friends, share updates and collect donations on Facebook.
- 4 Keep track of your progress. The money you raise on Facebook will count toward your goal.

 [Edit Fundraiser Content](#)



PURPOSE & INTENT

The Give Life 5K honors those who have given the gift of life, celebrates the lives of organ and tissue recipients, and recognizes those who continue to wait for a life-saving transplant.



HONOR

those who have given the gift of life



CELEBRATE

lives saved and healed



SUPPORT

those waiting for a life-saving transplant



INSPIRE

all to give the gift of life by registering as an organ and tissue donor



FUNDRAISING IDEAS

Beyond utilizing the tools from your TeamRaiser fundraising page and the Facebook Fundraiser opportunities, there is so much more you can do to fundraise by thinking outside the box! Below are some tried and true ways to fundraise to reach your goal for the Give Life 5K.



T-SHIRT SPONSOR

Making team shirts? Reach out to local businesses about being a sponsor and put their logo on the back.



GAME NIGHT

Trivia nights with friends and family are a great way to raise funds and educate them on donation!



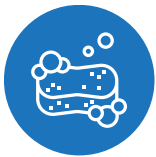
YARD SALE

It's the perfect time for spring cleaning! Host a garage sale and use the opportunity to let others know about the 5K.



CHORES FOR CHARITY

Mowing lawns and other chores are a great way to help neighbors and raise funds.



CAR WASH

Who doesn't love a good car wash fundraiser? Grab your sponge and hose and ask a local business to host!



CAN DRIVE

Put the call out to friends and neighbors to collect cans for a set amount of time.



RESTAURANT GIVE BACK

Many restaurants host give back nights! Reach out to your favorite spot and see if they will host a donation night, then invite everyone to eat out!



DOOR TO DOOR SALES

Partner with a local bakery, meat locker or other business that takes orders. Work with them to create a list of items you can sell for a % of the profit.



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YOU'VE GOT THIS! AND WHILE YOU'RE OUT THERE, HAVE A WOOFING GOOD TIME!

GO GROW YOUR TEAM & RAISE AWARENESS FOR ORGAN AND TISSUE DONATION!

This is a fun, family-friendly event for the whole community. We want everyone to come out and enjoy themselves. Our hope is that all are INSPIRED to donate life, and have a memorable time celebrating organ, eye, and tissue donation.



ENCOURAGE

Touch base with your team to maintain momentum. Don't be afraid to create a little friendly competition amongst your team members.

THANK YOU

Don't forget to thank your team members and financial donors. Be timely in your response and make sure they know you appreciate them!



Get to work early setting objectives and deadlines for your team's size and fundraising goals. We encourage you to use your personal fundraising page through the Give Life 5K registration page to help with this. Make sure to customize your page with your story and photographs. Your story is powerful! We encourage you to use it.

A LETTER TO THE CAPTAIN

As the leader of your team and a leader in ending the wait for organ transplants across the US, it is important for you to know and share the impact of fundraising. Funds raised for the Give Life 5K directly impact our community. Funds are used to honor our donors and their families for their life-saving and life-enhancing gifts, support community outreach and education programs, as well as to help register more donors each year. YOU are key to our success.

TIPS FOR SUCCESS

1 LEAD BY EXAMPLE

Excitement is contagious! It's important that your teammates feel your dedication and excitement. Make them feel inspired to raise funds - and what better way of doing that than to start fundraising yourself.

3 GIVE THANKS

Thank those who contribute to your campaign with a personal letter or email. Let them know how much you appreciate their donation and how it's helping you to reach your goal.

2 ASK

As you did to recruit team members, ask anyone and everyone if they will donate to help you reach your fundraising goal. In most cases, people will donate their time and money simply because they were asked.

4 HAVE FUN

They don't put the fun in FUNdraising for nothing. See the above list of creative ways to make fundraising fun and simple. It doesn't have to be scary!

WHO TO ASK

Anyone is a potential donor so don't be afraid to ask. Review your list of contacts and ask people you see every day. Don't forget to share WHY you are fundraising for this cause. Your personal connection will surely make an impact and your friends, family, colleagues, and more will be honored to sponsor your fundraising drive.



- Family
- School friends
- Social media friends
- Close friends
- Local businesses
- Neighbors
- Co-workers
- Employer Match Program
- Gym friends



CAPTAIN CHECKLIST

- Choose a team name.
- Register your team on the Give Life 5K website.
- Set a recruitment goal to build your team.
- Set a fundraising goal for the team and individually.
- Make a personal donation & lead by example.
- Send this kit to share fundraising ideas to your team.
- Incentivize your team members to get them excited. Turn it into friendly competition!
- Remind team members to record any cash or check donations on their page.
- Send thank you notes to all your financial donors.
- Design a team t-shirt and signs for race day.
- Choose a meeting point at the race location to set up team camp.
- Host a celebration event after the race.
- Thank your team members.



PHONE :

515-727-7897



ADDRESS :

320 Adventureland Dr NW, Altoona
550 Madison Ave, North Liberty



WEBSITE :

www.GiveLife5K.com
www.IowaDonorNetwork.org

**PLEASE REACH OUT
WITH ANY QUESTIONS**