

**Liberty Hospital
Foundation**



KYLEIGH'S GIFT 3K WALK

OCTOBER 14, 2023

TEAM CAPTAIN HANDBOOK

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[https://runsignup.com/Race/MO/
Liberty/KyleighsGift](https://runsignup.com/Race/MO/Liberty/KyleighsGift)

About Kyleigh's Gift

Rodger and Leann Weller created Kyleigh's Gift after the passing of their daughter, Kyleigh Elizabeth in 2012. The loving care and support they received from doctors, nurses and staff at Liberty Hospital Birthing Center during their time of loss is what prompted the Weller family to turn to the Liberty Hospital Foundation for support in starting Kyleigh's Gift.

Each year, Kyleigh's Gift helps thousands of families by providing infant wellness education and pregnancy & infant loss resources to the Northland community. The annual Kyleigh's Gift Run Walk is a great way to support the National Pregnancy and Infant Loss Awareness Day.

What is a Team Captain?

Team Captains are the leaders of our Walk teams. They recruit their own team members who share a passion and commitment to support Kyleigh's Gift. Team captains organize the team, lead fundraising efforts, and motivate their team members and donors along the way. Teams can be composed of families, friends, co-workers, neighbors, companies, social clubs, small businesses, churches... the list goes on!

Fundraising

Help us reach our goal! Kyleigh's Gift continues to serve more families each year. We need your help to continue to offer infant wellness programs and resources to our community. Fundraising is not required for Walk participation, but is welcomed!

Kyleigh's Gift Walk

Saturday, October 14, 2023

4:00 PM - 6:00 PM

Liberty Hospital
2525 Glenn Hendren Drive
Liberty, MO 64068

Getting started...

Liberty Hospital Foundation appreciates your willingness to share your story and lead your team at the **Kyleigh's Gift Run Walk**. Your role as Team Captain is extremely important, and we want to empower you with the tips and tools for success. We are here to assist you.

1. Start Your Team

- Go to <https://runsignup.com/Race/MO/Liberty/KyleighsGift> to register create your team. Choose a Team Name that reflects you or your group.
- Start your registration by clicking "Sign Up" at the top. At the bottom of the first page, it will ask you if you want to join or create a team. Click "yes."
- Under the Team creation section, select "create a new team." Leave the "Team Type" as Kyleigh's Gift Walk Team, and input a name. The Password is optional if you'd like it more secure. This isn't recommended, it might take more communication on your behalf as only the Team Captain will know the password and will be responsible in sharing it themselves.
- Toward the end, you can set up an individual or team "fundraiser" that is separate from your Registration team. This is a way to help receive donations on your or your team's behalf. You can name it the same as your Registration team if you'd like to make a group fundraising goal.
- As others finish their own registrations, they will complete the same process and will be able to now join your "existing team."

2. Setting Goals

- Tips for setting your team goal:
 - Your goal should be realistic for the size of your team.
 - Include your team members. Get your team members involved in setting the goal so they'll have a sense of ownership when accomplished!
 - Share your goal. Include your goal in emails, social media posts, etc. Others want to see your commitment.
 - Lead by example. Making the first donation toward your team goal shows potential donors and team members how much this cause means to you.



Your Story is Power...

Tell your unique story of pregnancy & infant loss, of receiving a SleepSack, or of how Kyleigh's Gift helped you. Tell why you support the Kyleigh's Gift mission of providing infant wellness education and pregnancy & infant loss resources to the Northland community.

Your story matters. Share your story on your individual and team fundraising page and on social media. Share...

- Your reason for participating. Are you walking in memory or in honor of someone?
- A personal experience about yourself or a loved one.
- A pregnancy & infant loss fact to show why it is so important to offer support.
- Kyleigh's Gift programs and why they are important. (See page 6)
- A personal photo or video.
- Encourage your team members to share their story.

Need help editing your team? Contact the Race Director at julie.gilmor@libertyhospital.org or visit <https://help.runsignup.com/support/solutions/articles/17000062924-create-join-a-new-group>

"In 2019, I gave birth to twin girls at 28 weeks. I lost one of my twins after 5 days. My other twin spent 141 days in the NICU at Children's Mercy. This was the most difficult time in my life. In May 2021, our family welcomed a healthy baby boy at Liberty Birthing Center. We would love to show support and share our story with other families experiencing difficult times and honor our sweet baby Hope."

~Christina, Team Hope



Team Hope, 2021

Fundraising Tips

Fundraising is easier than it looks! Remember, it is not required to fundraise as an individual or as a team to participate, but it helps Kyleigh's Gift reach thousands of families each year through infant wellness education and pregnancy & infant loss support. No amount is too big or too small!

1. Top 5 Fundraising Tips

- Update your fundraising page with a story, picture or even a video!
- Email friends, family and team members to encourage them to make a donation.
- Post to Facebook, Instagram, Twitter and other social media sites to create excitement. Use the hashtag #kyleighsgift
- Reach out to your other contacts. Email co-workers, neighbors and acquaintances and ask for their support. You'll find many families in our community have their own story!
- Thank everyone who gives. A short, quick and sincere email, text or note of appreciation goes a long way and might even inspire them to give again.

2. How to Raise \$500 in 10 Days...

- **Day 1 \$25** - Get yourself started! Make a personal contribution to your team and show others how committed you are to the mission of Kyleigh's Gift.
 - **Day 2 \$100** - Challenge 3 family members to match your donation of \$25.
 - **Day 3 \$125** - Ask your best friend to match your donation.
 - **Day 4 \$150** - Ask your boss for a company donation or a matching gift.
 - **Day 5 \$200** - Hang out with friends! Ask 5 friends to donate \$10 to support Kyleigh's Gift.
 - **Day 6 \$250** - Email your team page to five out of town family members or friends and ask them to donate \$10.
 - **Day 7 \$300** - Hit the town! Tell 5 businesses that you frequent about Kyleigh's Gift and ask for a \$10 donation.
 - **Day 8 \$350** - Gather support at work! Ask 5 co-workers for \$10.
 - **Day 9 \$400** - Ask 5 neighbors to support you for \$10.
 - **Day 10 \$500** - Ask 10 people at your church, club, gym, etc., for \$10 each.
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Kyleigh's Gift Programs

Kyleigh's Gift has touched thousands of lives through the initiatives focused on infant wellness and pregnancy & infant loss support.



SleepSacks provided for every family at Liberty Hospital Birthing Center, promoting safe sleep and reducing SIDS



Meals for breast-feeding NICU moms, ensuring they are getting the proper nutrition needed to feed their NICU baby



Infant essentials for those in need, including car seats, pack n' plays, formula and more



Bereavement support and resources for families facing pregnancy or infant loss



Diaper bundles for newborn families in need at Liberty Hospital



Continuing education for OB/NICU staff to participate in specialized training

Team Incentives

Team Signs

Every team will have a team sign placed throughout the Walk course. We encourage you to gather your team around your sign and take a team photo!

Largest Team

The largest team registered will be given Pom Poms to wave while they walk along the course!

Most Money Raised

The team that raises the most money will lead the walk!

Wave of Light Award

The Wave of Light Award is given to the Kyleigh's Gift Walk team that has the greatest impact. This is a team that goes above and beyond to make this annual event a success by sharing their story, creating a community team and meeting their fundraising goal. The Wave of Light Award was established in 2018 in honor of Dr. Mary Clare Reardon's career of compassionate care.

Wave of Light Award recipients:

2018: Team Castledine
2019: Team Henry
2020: Team Kellerstrass
2021: Team Hope



Team Kellerstrass, 2020



Dr. Reardon and Team Castledine, 2018