



extralife

a program of
Children's Miracle Network Hospitals

Team Captain Handbook

Welcome

Welcome to Extra Life! We are excited to have you gaming for local kids with us this year. This community is a special place that is fueled by the passion in members like you. By signing up to be a Team Captain, you've taken a huge step towards changing kids' health and changing the future - for all of us.

Team captains like you help push our mission forward. By encouraging your teammates, scheduling play dates, and promoting team fundraising, you're making the difference in local kids' care. Our hospitals are able to provide their patients with top notch care because of fundraisers like you.

Continue reading to learn how to make the most of your team's DonorDrive portal, recruit teammates, communicate with teammates, and plan your year. It's going to be a good one!



Why we need your support

Members of Children's Miracle Network Hospitals:

Every day, member hospitals treat

12,721
kids for **emergencies**

1,890
kids for **diabetes**



1,718
kids for **cancer**

814
babies in the **nicu/newborn ICU**



*Based on estimates provided in response to the 2021 Children's Miracle Network Hospitals Census Survey

What does a Team Captain Do?

Team Captains are an incredibly important part of any fundraising program. For Extra Life, you will lead your teammates in raising funds by playing games, encouraging participation in events (online and in-person), and setting goals for your team! You'll plan game days, recruit teammates, track fundraising, and connect with your local Children's Miracle Network Hospital!



You'll give direction...

Select a team name, customize your team fundraising page, and set a team fundraising goal. You can provide a reason and focus for your playing.

Perhaps your group loves playing classic video games or you all deep dive into Dungeons & Dragons. Your team may be inspired to fundraise due to a personal connection to the hospital or a teammate who was treated at your hospital. Whatever your reason for playing - put it on your team page as a badge of honor!



What should you do next?

Connect with the Extra Life community

- Join the Extra Life Discord server
- Follow Extra Life on Twitter, Instagram, Facebook, and TikTok

Finish setting up your team's fundraising page

- Set a team fundraising goal
- Customize your team's fundraising page content
- Set a day(s) of play
- Download the DonorDrive Charity Fundraising app to monitor and motivate your team on the go! (Not available to teams using Tiltify)

TIP: If you are the captain of a returning Extra Life team, consider setting your team fundraising goal 10-15% higher than last year's fundraising total!



What should you do next?

Recruit your teammates

- Gather your contact lists and send emails or direct messages letting them know why you are participating in Extra Life and why they should join you!
- Invite friends, family, coworkers, etc. to join your team directly from DonorDrive. You can do this by navigating to your Dashboard > Your Team Fundraising > Invite People to Join Your Team (on the right sidebar).

TIP: If you are the captain of a returning Extra Life team, start by inviting all your previous year team members back. Perhaps challenge each of the returners to recruit a new teammate!



What should you do next?

Communicate with your teammates

- In your DonorDrive dashboard, if you click on the tab entitled "Your Team Fundraising," you should see a panel on the right side of your screen. From there, hit "Send a Message to Your Team."
 - Send a monthly update
 - Send a congratulations when key team fundraising milestones are reached
 - Send a reminder before important events or days of play

Integrate live fundraising with your team page

- DonorDrive Live Fundraising and the Extra Life Twitch extension make it easy to keep your DonorDrive team page up to date with all of your latest fundraising efforts!
- Make use of Extra Life's Multimedia Kit to download stream overlays and read through our streaming guide.



Key Yearly Activations



Tabletop Weekend is an opportunity to celebrate our tabletop gamers. TTW encourages teams to get together and play their favorite tabletop games to raise funds for their hospital.



IGNITE: Extra Life United is an opportunity to connect with other members of the Extra Life community who are passionate about children's health and participate in gaming tournaments and P2P best practices to unlock funds for local hospitals.



Game Day is the largest fundraising activation for Extra Life each year. This is the day where most streamers and teams go live with their fundraising and join together as a community to play games and heal kids.

Extra Life General Best Practices

- Customize your DonorDrive fundraising page
- Become an Extra Life Platinum Participant
- Create your [Facebook Fundraiser](#)
- Utilize fundraising [milestones and incentives](#) on your DonorDrive fundraising page
- Enable DonorDrive [Live Fundraising](#)
- Utilize the Extra Life [Multimedia Kit and Live Stream Tools](#)
 - Make sure to use the extralife tag on Twitch and #extralife on YouTube
- Download the [DonorDrive Charity Fundraising app](#)
- Share about Extra Life on your social media channels
 - Always tag Extra Life and your local hospital when you share posts regarding Extra Life activities!

Resources

» [Captain Best Practices](#)

» [Streaming 101](#)

» [Media Kit](#)

» [Mobile Fundraising App](#)

» [Extra Life Blog](#)

» [Knowledge Base/FAQ](#)

» [Facebook Fundraising](#)

» [Community/Discord](#)