



Keep Kids Safe
Families Strong

Keep Kids Safe 5k

STEP UP to KEEP KIDS SAFE

Team Captain Kit



CHILDREN'S
ADVOCACY
SERVICES
of GREATER
ST. LOUIS



Keep Kids Safe 5k

Children's Advocacy Services of Greater St. Louis

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of Greater St. Louis

Keep Kids Safe 5K

*Join us for our 5th annual 5K race
in conjunction with Alumni Weekend.
(This event is open to the public.)*

**Saturday, April 16th, 2011
9:00 a.m.**

University of Missouri St. Louis Campus

**Check in begins at 8:00 am
Register at: www.stlouiscac.org**

Millennium Student Center
North campus off Natural Bridge Rd.
Lower level near the lakes

**APRIL IS 
BLUE RIBBON MONTH
CHILD ABUSE PREVENTION MONTH**

CHILD ABUSE IS NOT A JOURNEY FOR A CHILD TO FACE ALONE...

In St. Louis City and County **815 children** were victims of substantiated child abuse and neglect in 2008.

Preventing Child Abuse is a Shared Responsibility... **How Can You Help?**

Each April, "Blue Ribbon" month, Children's Advocacy Services of Greater St. Louis sponsors the **KEEP KIDS SAFE 5K** to show how much our community cares about these kids.

You can **"STEP UP"** and build a **Team** so these children don't have to walk their journey alone.

Our Mission Statement

The Mission of Children's Advocacy Services of Greater St. Louis is to reduce the effects of trauma experienced by children and adolescents through: trauma informed assessment and counseling, facilitation of multi-disciplinary investigative teams, child-sensitive forensic interviews, consistent victim advocacy, quality undergraduate and graduate training, utilization based research, responsive community outreach, and relevant advocacy to influence public policy.

Tips for Captains:

Team captains and co-captains are the backbone that make this fundraising event a success every year. We are thrilled to welcome you as an important part of our effort to help keep kids safe and families strong.

1. You can register online at www.stlouiscac.org.
2. Recruit family, friends and associates. Shoot for 10 or more people to make up your Keep Kids Safe 5K team.
3. Get kids involved! This is a great opportunity for children to make a difference.
4. Plan a team-building kick off event and invite plenty of potential members (free food is a great motivator).
5. Set team and individual fundraising goals that are realistic but motivating.
6. Create a team banner, hat, or bandana with your team name to increase spirit and morale. This can unify your team and keep progress moving.
7. Have your team share enthusiasm through webpages and online communities, such as Facebook, LinkedIn and Twitter.
8. Captains should keep their teams informed of the progress they are making and provide advice and tips for further fundraising.
9. Encourage participation through donations or pledges for people that cannot make it to the event.

10. HAVE FUN !!!

The planning starts now!

Here is a suggested timeline for building your team:

2-3 Months before the walk:

- Begin recruiting team members via work, family, or social organizations to which you belong
- Register yourself and your team at www.stlouiscac.org
- Set fundraising goals for your team and yourself
- Check to see if your employer has a matching gift policy
- Research your company's sponsorship processes

1-2 Months before the walk:

- Register your team online and encourage members to join
- Keep your team informed about progress, deadlines, and incentives
- Continue recruiting team members, pledges and donations
- Help to distribute walk day flyers around your neighborhood, office, etc.

1-2 Weeks before the walk:

- Collect pledges and donations from your team members
- Make sure that you have all details for the day of the event: location, time, course map, etc.
- Relay all event day information to your team members
- Pick up T-shirts and attend Captain's meeting CASGSL

Walk Day:

- Gather all of your team members at the registration table for check-in
- Collect any additional pledges and submit them to the donations table
- Take a team photo
- Have fun and enjoy the day knowing that you and your team have made a difference for the children in St. Louis

After the Walk:

- Collect and mail in any additional pledges, be sure to include your name and your team's name
- Host a thank you party for the team and recognize important contributions from its members
- Keep contact information for each person for next year.

Where can you find team members?

Send an email to all of your contacts

Family events

Social gatherings

Staff meetings

Ask your doctor, dentist, hairdresser, trainer, etc.

At your places of worship

School or sporting events

Teammates, gym partners, or committee members

*It is easier to raise \$ 200 than you might think.
Here are some ideas to share with your team:*

1. Make a donation instead of going out for a night, or dinner and a movie, or instead of getting a manicure.
2. Ask your friends or partner to contribute to Keep Kids Safe Walk instead of buying you a gift for your birthday, anniversary or other special occasion.
3. Create a buddy system, or sub-teams. Ask someone who cannot walk or participate to help you raise money.
4. Take your fundraising packet everywhere you go and spread the word about what you are working for.
5. Ask one person everyday to sponsor you at the Keep Kids Safe Walk.
6. Host a fundraising party and ask attendees to pledge their support.

You can register yourself, start your team or register your team members at

www.stlouiscac.org

Individual and Team paper registration forms (available online) can be mailed to CASGSL.

Steps For Online Registration

Go to the registration website at www.stlouiscac.org

- Click the 'Register Here' icon to complete the form.
- Enter your Name, Address, Phone, Email, and Participant Status.
- You may use your team name from last year or select NEW TEAM.
- In the NEW TEAM NAME text box, enter your team name EXACTLY as you wish it to appear. The team name will be added to the list within 48 hours.
- Complete the registration form and click SUBMIT AND PAY.
- If you wish to pay for several people in one payment, use your browser's back button to return to the registration screen and then click your browser's refresh or reload button to clear the form. Alternately you may close the window and visit www.stlouiscac.org to register the next person. Enter the information for each additional team member in either fashion.
- Once you are ready to pay, click the COMPLETE REGISTRATION AND PAY NOW link.
- From here you will enter your credit card information and the University of Missouri-St. Louis will process your payment (The fee is \$ 25 per person though April 1, 2011 and \$30 thereafter.).
- Team Captains will need to direct all other members who wish to register themselves to www.stlouiscac.org and have them select your team name from the list.**
- They must then complete the registration form, click SUBMIT AND PAY and click the COMPLETE REGISTRATION AND PAY NOW link.
- You will receive a personal email confirmation once your registrations and payments are reconciled.

Call (314) 516-7340 with questions or issues