



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 and Silent Auction

Children's Advocacy Services of Greater St. Louis

4th Annual

Keep Kids Safe 5K

Join us for a 5K race and Silent Auction

There will be live music and activities for the whole family to enjoy

Saturday, May 1st, 2010
10:00 a.m.

Creve Coeur Park in St. Louis, MO

Check in begins at 8:00 am
Register at: caswalk.org

Sailboat Cove
(located on west end of lake, next to boat ramp and paved walking area)

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.

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

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.caswalk.org and take advantage of the fundraising tools available there.
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 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 if people feel that they 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 caswalk.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:

- Choose a theme for a silent auction "shoe box" your team can sponsor and begin gathering items
- 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
- Put the finishing touches on your team's silent auction "shoe box"
- Make sure that you have all details for the day of the event: location, time, course map, etc.
- Turn in your silent auction "shoe box" to the center
- Relay all event day information to your team members

Walk Day:

- Gather all of your team members at the registration table
- 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.

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

www.caswalk.org

If you are not registering online, Individual and Team registration forms and pledge forms can be mailed to the Weinman Center location, with checks made payable to CASGSL.

Steps For Online Registration

•Go to the registration website at **caswalk.org**

For Team Captains:

- Select “Register A Team”
- Register yourself and select “Save This Member”
- Register other members of your team you will be paying for.
- Once you have registered all your team members that you will pay for, select the “Done. Proceed to Payment” option.
- 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).
- Team Captains will need to direct all other members who wish to register themselves to caswalk.org and have them select the “Find Your Team” option from the homepage.
- Team Members will select your team name from the drop down menu, *captains will need to provide each member with the exact team name*
 - They must then complete the registration form, and select “Done. Proceed to Payment”

Call: (314) 516-7339 with questions or issues

SILENT AUCTION "SHOE BOX."

Each team is welcome to sponsor a silent auction gift basket to help raise money for CASGSL.

Last year, the silent auction generated \$3,000 for the center. We would like to ask for your help in making the auction a success again this year.

Some examples and ideas are on the back cover, but this is a chance for your team to be unique and creative!!!

Once you have secured your auction items, please notify the center at (314) 516-7339, so that we can advertise your item.

Auction items should be taken to CASGSL's Weinman location prior to the event on

May 1st, 2010

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.**



Examples for your Silent Auction **"Shoe Box"**

Step Up To the Plate: St. Louis Cardinal tickets, box seats, party box for the evening, baseball, autographed Cardinal gear, Cardinal apparel, Fredbird doll, peanuts, Crackerjacks, baseball DVD

Best Foot Forward: Gift certificate for pedicures/foot massages, slippers, foot soak/scrub, pumice stone, toenail polish, toe ring

Run the Play: St. Louis Rams tickets or party box for the evening, football, autographed Rams items, Rams apparel, football related DVDs , tailgating supplies

Step into Shape: Gym membership, monthly pass, workout apparel, pedometer, water bottle, workout DVD, weights, yoga mat

Step into Hollywood: Movie theater coupons, DVD rentals, popcorn, classic movie DVDs

Step On Up: Gift certificate for dance lessons, tickets to a dance show

Cinderella's Glass Slippers: Dress up clothes, Fairytale book, Cinderella DVD, tiara

Two Step: Line dancing coupon, Cowboy hat, Bandana's BBQ gift certificate, horseshoe game

Footloose and Fancy Free: Tickets to the Muny Theatre

Playing Footsie: Candles, massage oil, bubble bath, romantic movie

On the Boardwalk: Family friendly board games and snacks

Movement in B Minor: Symphony tickets

Step Onto the Ice: St. Louis Blues tickets or party box for the evening, hockey puck, autographed Blues gear, Blues apparel, Hockey DVD

Stepping Out with Your Honey: Restaurant gift certificate, bottle of wine, wine glasses,

Make Your Move: Gift certificate for runners, running apparel, workout watch, pedometer,

There Was an Old Woman Who Lived in a Shoe: Nursery rhyme books, receiving blanket, stuffed animal, parenting books, tickets to the Magic House, bedtime CD

Blue Suede Shoes: Gift Certificate to Blueberry Hill, Blues CD

Footprints in the Sand: Beach items, Flip Flops, beach towel, sunscreen, Pina Colada mix

Stepping Stones: Gift certificate to a jewelry store, jewelry

Move to the Head of the Class: Gift certificate to a teacher's store, flashcards, totebag

Walk on the Wild Side: Where the Wild Things Are book, tickets to a Zoo show or train ride,

Running on Empty: Gift cards to gas stations, gift certificate for car wash/detailing, car cleaning kit

Baby Steps: Baby products, baby booties, baby bathtub/items, baby clothes, scrapbook materials

Movers and Shakers: Cocktail shaker, Martini glasses, Salt and Pepper shakers, Cocktail mixers

Foot Long: Gift Certificate for sub sandwiches, picnic basket, sandwich making supplies

Ruby Slippers: Wizard of Oz book and DVD, red glitter slippers, magic wand

THESE ARE JUST A FEW IDEAS TO GET YOU STARTED... BE CREATIVE!!!



Department of
Psychology