



## Team Captain Guide & Success Packet

### WHAT

Hemophilia of Georgia's 14th Annual Trot to Clot 5k Run/Walk & Family Fun 1 Mile

### REGISTRATION

\$45 walkers (\$35 early-bird)  
\$55 runners (\$45 early-bird)  
7 & Under are FREE

### Contact

Sophia Dizon  
470.621.0605  
sponsorship@hog.org

### WHEN

Saturday, May 20th, 2023  
Registration 7:30 AM  
Race begins 8:30 AM

### LOCATION

The Battery @ Truist Park  
800 Battery Ave. SE  
Atlanta, GA 30339

**Early-bird  
discount  
ends April  
1st!**



Visit [hog.org/trot](https://hog.org/trot)

**Trot to Clot** is a Hemophilia of Georgia fundraiser benefiting Camp Wannaklot, Georgia's only summer camp for children with inherited bleeding disorders.

**Hemophilia of Georgia** exists so that people affected by bleeding disorders live as normally and productively as possible.

# Who We Are



**Hemophilia of Georgia exists so that people affected by bleeding disorders live as normally and productively as possible.**

## Did you know?

- Hemophilia is an inherited bleeding disorder where the blood fails to clot due to low levels of specific clotting proteins in the blood.
- There is currently no cure for hemophilia, but there is medicine to help control the bleeding.
- Hemophilia can cause bleeding within joints that can lead to chronic joint disease and pain.

## About Hemophilia of Georgia

Hemophilia of Georgia (HoG) is a nationally and internationally recognized nonprofit organization and a premier provider of programs and support services for people with hemophilia, von Willebrand Disease, and other inherited bleeding disorders. The only agency of its kind in the state, HoG is dedicated to enhancing the health and wellness of the bleeding disorders community by providing excellence in comprehensive healthcare, education, advocacy, and the support of research to transform lives.

Since 1973, Hemophilia of Georgia has been providing blood clotting medications, home infusion training, educational programs, and clinical services.

HoG works to enhance clients' care and quality of life, while actively pursuing a cure through research funding. Hemophilia of Georgia looks forward to the day when we live in a world where people live free from bleeding disorders.

Today, HoG serves 1,943 clients throughout the state of Georgia. We are also celebrating our 50th Anniversary in 2023 by honoring our dedicated donors, volunteers, and clients. Without the support of our "village" we would not be able to offer the vital services to the Hemophilia community that we do today!

## About Camp Wannaklot

Camp Wannaklot, a week-long residential summer camp, is the only camp in Georgia that provides children who have hemophilia or other inherited bleeding disorders the opportunity to enjoy a traditional camp experience. During this fun-filled week, campers make new friends, learn about their bleeding disorders, and share new experiences.

Hemophilia of Georgia is excited to be celebrating the 30th season of Camp Wannaklot this summer. Help support youth make new connections, gain independence, and learn about bleeding disorders at Camp Wannaklot by walking at Trot to Clot this May!

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# How Your Sponsorship Dollars Are Used



**\$3,000**

\$3,000 provides one bus. 5 buses total are needed. Each bus can accommodate up to 55 campers and removes transportation barriers.



**\$1,000**

Supports an evening program benefiting all campers.



**\$750**

Sponsors a week of camp for one camper.



**\$500**

Provides t-shirt and laundry bag for a cabin group.



**\$250**

Provides one day of camp for one camper.



**\$50**

Provides t-shirt and laundry bag for one camper.

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# Guide to Success

## Team Recruitment & Fundraising



### Dear Captain,

Thank you for leading the way to success by captaining a team at Trot to Clot. The success of this event relies on teams of friends, family, neighbors, networks, and coworkers all led by people like you! As a team captain, your job is to gather teammates, set goals, and champion excitement within your team.



### Ways to find success:

- **Recruit team members**
- **Set goals and track progress**
- **Share ideas and/or host team events**
- **Research information on gift matching**

### Inside this packet:

- **Team recruitment ideas**
- **Fundraising ideas to inspire and motivate your team**
- **Email templates**
- **Event day information**

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# Guide to Success

## Building Your Team



## BUILD YOUR TEAM

**Invite your network to join you. We suggest a team of 12+ registered participants, however, all team sizes are welcome!**

### Create your team webpage

Set up your team page on [hog.org/trot](http://hog.org/trot) and add photos and a personal story.

### Set a participant goal

Set a goal for your team and brainstorm a list of potential team members.

### Share the word

Reach out to friends, family, and coworkers and share on social media.

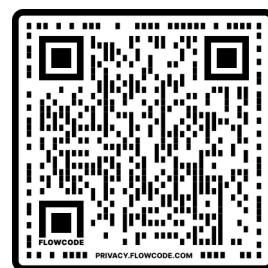
### Host a team get together

Host a get together to build excitement about the walk.

### Create friendly competition

Create a challenge between team members or challenge another team to see who can raise more money.

**Scan for instructions on how to build a team!**



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# Guide to Success

## Recruitment and Fundraising



### Motivate Your Team

**As Team Captain, it's your job to create excitement and encourage involvement.**

**Be a Cheerleader:** You are a motivational speaker. Send memes, messages, and/or inspirational quotes to your team.

**Commit to Success:** Share fundraising tips with your teammates and be ready to help out those who need advice.

**Create a Team Fundraiser:** Host an event raising money toward your team goal.

### Fundraise

**Be a champion for your team. Brainstorm ideas.  
Create ways to make fundraising FUN.**

**Create a shared goal:** Work together and set a goal for your team. We encourage each individual to raise at least \$100.

**Make the first donation:** Set an example for your team by making the first donation. Participants who make a donation themselves often raise more.

**Explore your community:** Raise money at a local event, host a garage sale, or ask the local businesses you frequent.

Use online tools. All registered participants have access to sharing their page through social media, emails, and downloading event info by simply logging into your team page.

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# Guide to Success

## Recruitment & Fundraising



### Tips on Recruiting Your Coworkers

**Start early:** Begin recruiting right after you register your team. The sooner you build your team the more time you have to fundraise.

**Speak at company/team meetings:** Share your reason "why" with your co-workers to motivate them to join Trot to Clot.

**Letter from the top:** Ask your manager or CEO to send an email encouraging participation with a link to join your team.

**Host office contests/incentives:** Be creative with engaging your peers and make it fun! This way, they will talk about it and want to join again next year.

**Ambassador for the cause:** Get info about Hemophilia of Georgia to share or have a team volunteer day at our office in Sandy Springs.

### Awards

- The team with the most funds raised will receive **FREE** admission (for all team members) to our Hops for Hemophilia event on September 9, 2023 at Atlanta Hard Cider.
- Recruit a team of **25+ members** and get your team name on the event day banner!
- Recruit a team of **12+ members** and get your team name announced at the event!
- Prizes will be awarded to the top 2 individual fundraisers.
- 5K run awards given to 1st place overall finished (male and female) and 1st place 5K winners (male and female) by age group.

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# Guide to Success

## Recruitment & Fundraising



### Team Fundraising Ideas

#### Share Night at Local Restaurant

Contact your local favorite restaurant or brewery and join their Give Back program. Schedule a night to invite your friends and family to have dinner or a drink where a portion of the evening's sales goes back to your walk team!

#### Garage Sale

One person's junk is another's treasure. Sell unwanted items through an online marketplace or in person with your team.

#### Game Night

Host a game night for your team and friends. Have people donate to participate.

### Prepare for the Day-Of-Event

**Plan Ahead:** Check [hog.org/trot](http://hog.org/trot) for information on packet pickup

**Communicate:** Check in with your team members. Make sure they are joining the walk and ask if they are bringing cash/check donations to the event.

#### Organize:

See if you can carpool and/or make plans to celebrate success before or after the event.

#### Capture the Moment:

Be sure to take and share team photos before, during, and after the event.

**Celebrate:** Appreciate everyone's hard work. When people feel valued they show up, put in the effort, and they'll walk again next year.



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# Guide to Success

## Sample Email/Letter to Prospective Team Members

Dear Friends and Family,

I'm excited to start and captain a team for Hemophilia of Georgia's fundraiser Trot to Clot 5K Run/Walk! All proceeds raised will go directly to Camp Wannaklot - the only camp in Georgia that provides children who have hemophilia or other inherited bleeding disorders the opportunity to enjoy a traditional camp experience.

You may not know, but Hemophilia of Georgia exists so that people affected by bleeding disorders live as normally and productively as possible. Hemophilia is an incredibly rare inherited disorder and its treatment requires regular medication that could include infusions through IV. HoG provides a one week summer camp to its clients ages 7-17 at Camp Twin Lakes. During the week, campers get to connect with peers in the community, participate in interactive educational sessions about bleeding disorders, and work on building skills around independence.

With the support of friends and family like you, we can help Hemophilia of Georgia continue their mission. Every contribution counts and allows Hemophilia of Georgia to continue to offer Camp Wannaklot to their campers every summer. This is why I am asking you to support our team, **[enter your team name]**, by walking with us at Trot to Clot at Truist Park @ The Battery Atlanta on Saturday, May 20th, 2023.

My personal goal is to raise over \$250 by April 1st, and I have a team goal of \$1,000. Please join my team at **[insert your team's page here]**.

To learn more about this important cause visit [hog.org/trot](http://hog.org/trot). Visit our team page **[enter team page url]** to join! If you can't join our team please consider making a donation. Remember, no donation is too small or too large. Every bit helps Hemophilia of Georgia put on a wonderful Camp Wannaklot for their campers.

Thank you for your support. I believe that with friends, family, and colleagues like you, Hemophilia of Georgia can continue their mission of ensuring that people affected by bleeding disorders can live as normally and productively as possible.

Thank you again for your consideration and support.

[Sign Here]

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# Event Day

What to Expect Day of



## Ticket Types

**Individual 5K Walk (Untimed):** Admission for one participant for the Trot to Clot Walk. Participants may choose to walk the 5K route OR the family 1-mile route.

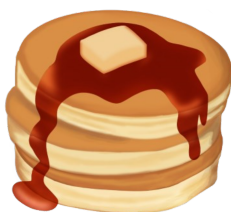
**Individual 5K Run (Timed):** Admission for one run participant to our Trot to Clot 5k Run.

**Ages 7 and Under (Free):** Participants ages 7 and under - walkers, runners, crawlers, jumpers, joggers and/or climbers!! Under 7 is FREE to attend the event! We just want to know how many young future fundraisers we are expecting at this year's Trot to Clot event.

## Register by April 1st for early-bird pricing!

Ticket prices go up \$10 after April 1st.

**What's Included:** All tickets include a light breakfast, refreshments on the course, t-shirt, & swag bag!



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