



## Team Captain Guide & Success Packet

### WHAT

Hemophilia of Georgia's 15th Annual Trot to Clot 5k Run/Walk & Family Fun 1 Mile

### REGISTRATION

\$35 walkers  
\$45 runners  
7 & Under are FREE

### INFORMATION

Sophia Dizon  
470.621.0605  
sponsorship@hog.org

### WHEN

Saturday, May 4th, 2024  
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 March  
15th!**



hog.org/trot

**Trot to Clot** is a Hemophilia of Georgia fundraiser benefiting youth and family programming, including Camp Wannaklot, Georgia's only summer camp for children with 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 a bleeding disorder where the blood fails to clot due to low levels of blood clotting proteins.
- 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.

## Hemophilia of Georgia

Hemophilia of Georgia (HoG) is a nationally and internationally recognized 501©(3) organization and premier provider of programs and support services for people with hemophilia, von Willebrand Disease, and other bleeding disorders. As 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, HoG 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. HoG serves over 1,900 clients throughout the state.

## Youth and Family Programming at HoG

HoG provides a variety of youth and family programming throughout the year that serves not only our clients but also their support systems through education and community events. These programs include Camp Wannaklot, teen retreat, family camps, and day programs.

**Camp Wannaklot**, a week-long residential summer camp, is the only camp in Georgia that provides children who have bleeding disorders the opportunity to enjoy a traditional camp experience. Campers make new friends, learn about their bleeding disorders, and share new experiences.

**Teen Retreat** is an annual event for teens aged 12 to 17 diagnosed with a bleeding disorder. Teens build connections, cultivate leadership skills, learn life skills, and experience exciting adventures.

**Family Camps and Day Programs** serve clients' families from around the state. We focus on educational experiences throughout the weekend as well as providing fun programs for them to spend time together away from everyday life.

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# Funding Needed for Camp Wannaklot



**\$4,000**

Per Bus

Sponsor a bus for campers! 5 total buses needed. Transportation helps make camp more accessible for all campers!



**\$3,000**

Per cabin , 18 cabins total

As a team or company, you can sponsor a cabin for 10 campers and receive logo recognition on the HoG website.



**\$1,000**

Provide snacks and/or necessary supplies for evening program activities for all campers.



**\$850**

Sponsor a full week of camp for one camper!



**\$250**

Provide a shirt and laundry bag for 1 cabin of 10 campers!

Make a fundraising pledge with your team to provide the funding to make camp the most successful it can be!

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# Guide to Success

## Team Recruitment



### 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 recruit 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 corporate 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 Walk 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.

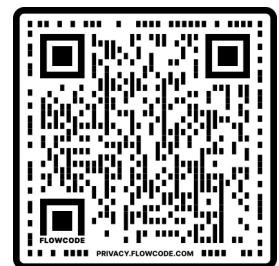
**Host a team get together**

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

Motivate and Fundraise



## 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 for support.

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

## Team Members



## Team Fundraising Ideas

- 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!
- Get a local business to sponsor your team, make a donation to your team page, or donate on your team's behalf. Businesses might also be interested in auctioning off items and donating the proceeds to your team.

## Tips for 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.



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# Guide to Success

## Sample Email/Letter to Prospective Team Members



Dear Friends and Family,

I'm excited to captain a team for Hemophilia of Georgia's (HoG) fundraiser Trot to Clot 5K Run/Walk! All proceeds raised will go directly to youth and family programming at HoG.

Hemophilia of Georgia (HoG) exists so that people affected by bleeding disorders live as normally and productively as possible. Hemophilia is an incredibly rare disorder and its treatment requires regular medication that could include infusions through IV. HoG provides a variety of programs that serve youth and families. These include a one week summer camp for clients ages 7-17 at Camp Twin Lakes in Winder, GA. 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. HoG also offers a Teen Retreat each January over MLK weekend for teens 12-17 years old. During the retreat, teens are provided education around their bleeding disorders and transition to adulthood. They also expose them to the culture and community of the city they are visiting. Other programs provided by HoG are Family Camps, Family day events, and one day client community events.

With the support of friends and family like you, we can help Hemophilia of Georgia continue their mission. This is why I am asking you to support my team, **[enter your team name]**, either by walking with us at Trot to Clot at Truist Park @ The Battery Atlanta on Saturday, May 4, 2024 or walking virtually where you live or by donation!

My personal goal is to raise over \$250 by March 15th, 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.

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 Event



## 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.

**Virtual Walker Registration:** This registration is for out-of-towners or anyone who cannot join us physically at The Battery. Walk with us where you are! The cost of the registration covers the cost of an event t-shirt.

**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 March 15th for early-bird pricing!

Ticket prices go up \$10 after March 15th.

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



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# Guide to Success

## Event Day and Awards



### Prepare for the Day-Of-Event

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

**Communicate:** Check in with your team members. Make sure they are joining the walk and ask if they know the plan.

**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.

### Awards

- The team with the most funds raised will receive **FREE** admission (for all team members) to our Hops for Hemophilia event on August 24, 2024 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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