

HOPE
PARADE

A Walk in Support of NICU Families

ICU baby

Team Registration & Captain Guide

Letter to Team Captains

Dear Team Captains,

Thank you for you and your teams generous support of ICU baby's Hope Parade - a walk that benefits local families with a baby in the Neonatal Intensive Care Unit (NICU).

Your commitment as Team Captain is the first step to ensuring the success of the Hope Parade. This kit is designed to provide you with the tools to make your team's experience fun, successful and rewarding. A Team Captain has the role to motivate and encourage others to join their team and to help promote the walk. This could be with co-workers, friends, family, or even your neighbors. The Team Captain kit will walk you through the steps involved with forming and recruiting your team.

We want to arm you with a few tools to help you! You will also find some fundraising tips to share with your team members!

Take the first step today and read on!

Thanks for the support,
The ICU baby Team & The Hope Parade Committee



Step by Step Quick Team Guide!



1. Register!

**Create a
team page!**



2. Recruit!

**Invite
Friends &
Family!**



3. Pick a goal!

**Set the
amount you
want your
team to raise!**



4. Fundraise!

**Start inviting
people to
donate to
the cause!**



4. Walk!

**Come out
Nov. 3rd for
the walk!**



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REGISTRATION BASICS

- Step 1 | Begin on the event 'Home Page': [2024HopeParade](#)
- Step 2 | Click on "Register"
- Step 3 | Register as a Team (for further detailed steps on how to register as a team please read "[Step by Step Directions to Register](#)")
- Step 4 | Click on "Create a Team"
- Step 5 | Create a team name & fundraising goal
- Step 6 | Complete the registration questions & create a log-in

Personalize Your Team Page

Once you're logged into your Personal Dashboard....

1. **Change** the avatar.
 - a. Click on the bubble with your initials to change your avatar.
2. Click “**Edit My Page**” to customize the page.
 - a. Look for the gear icon on the top right of each box. Click to personalize your content.
 - b. Hide widgets that you don't want by clicking the 'eye.'
 - c. After you're finished making changes, be sure to click 'Save Page' to continue.
3. **Share** the event via email, Facebook, or Twitter.
4. **Connect** your fundraiser to Facebook to sync your fundraising story and your goal.

View this video to learn how to use your Personal Hope Parade Dashboard. [Participant Fundraising Center](#)

Add a participant to your team

1. Adding a participant to your team comes after you have shared the event.
2. The participant will register and then choose to join your team during the registration process.
3. There are a series of template emails in your Personal Dashboard that you can send out!
4. Share! Share! Share!

The more you share, the larger your team will become.