

EXTRA LIFE TEAM CAPTAIN HANDBOOK



WELCOME!

Hello!

Welcome to Extra Life 2021. We are excited to have you gaming for local kids with us this year. This community is a special place that is fueled by the passion in members like you. By signing up to be a Team Captain, you've taken a huge step towards changing kids' health and changing the future – for all of us.

Team captains like you help push our mission forward. By encouraging your teammates, scheduling play dates, and promoting team fundraising, you're making the difference in local kids' care. The money that your team raises will go towards life-saving equipment, pioneering research, and critical patient services. Donations can help fund things like play therapy, pet therapy, or art therapy. Our hospitals are able to provide their patients with top notch care because of fundraisers like you.

You can read how to make the most of your team DonorDrive portal, recruit teammates, communicate with teammates, and plan your year in this packet. We hope you have all of the tools you need to be successful. We are looking forward to 2021 with you!



WHAT WILL YOUR FUNDRAISING SUPPORT?

For every dollar donated to a Children's Miracle Network Hospital



18%

HELPS PROVIDE CHARITABLE CARE



12%

SUPPORTS MEDICAL RESEARCH



15%

GOES TO LIFE-SAVING EQUIPMENT



55%

PROVIDES EDUCATION, PATIENT SERVICES, AND ADVANCEMENT SERVICES



Source: Member Survey and 2019 CMN Hospitals Impact Survey

COSTS OF CARE



\$0.37

One preemie sized diaper, for premature babies weighing up to 4 pounds.



\$12,000

One patient to participate in a therapeutic pediatric cancer clinical trial.



\$1.10

One baby blanket in the neonatal and infant critical care unit.



\$44,000

Art therapist for one year to help children coping with a hospital experience.



\$6,500

One medical grade swinging light for a pediatric trauma room.



\$2.3 Million

One child bone marrow transplant.

WHAT WILL YOUR FUNDRAISING SUPPORT?

CHILDREN'S MIRACLE NETWORK HOSPITALS COVID-19 IMPACT 2020

FUNDING NEEDS



PATIENT SERVICES IS THE GREATEST AREA OF FUNDING NEED

Estimated funding needs for Children's Miracle Network Hospitals exceeds \$820 million.



COSTS RELATED TO PERSONAL PROTECTIVE EQUIPMENT (PPE) HAVE INCREASED 10 PERCENT

— a monthly cost of approximately \$85 million for CMN Hospitals.

CMN Hospitals need \$186 million to support telehealth services, personal protection equipment and COVID-19 testing supplies.



Job and insurance losses are resulting in more need for charitable care — well beyond the

\$80 MILLION

covered by CMN Hospitals' funds last year.



TELEMEDICINE & EQUIPMENT are the greatest areas of new funding needs.

REVENUE IMPACT

78%
of hospitals are losing more than
\$7.5 MILLION PER MONTH

Minimum reported
TOTAL REVENUE LOSSES
for hospitals responding
adds up to
\$5.7 BILLION



AVERAGE REVENUE LOSS IS \$67 MILLION PER HOSPITAL

(Losses represent
An average of 23%
hospitals' revenue)



Losses represent an average of **22% of hospitals' unrestricted fundraising**



LOSS OF REVENUE FROM ELECTIVE OR NON-CRITICAL SERVICES is the greatest area of concern.

LOOKING AHEAD

67%
of hospitals responding indicated that they **will not be able to meet their needs in the next year without increases in donations**

FACILITIES AND NON-ESSENTIAL STAFF ARE AT THE GREATEST RISK
followed by non-reimbursed patient programs such as child life and art therapy

43%
of hospital respondents are working on a COVID-19 vaccine

Source Data: was sourced from the COVID-19 Follow-up Impact survey which was conducted in May & June 2020. Responses are from US markets only.

WHAT DOES A TEAM CAPTAIN DO?

Team Captains are an incredibly important part of any fundraising program. For Extra Life, you will lead your teammates in raising funds by playing games, encouraging participation in events (online and in-person), and setting goals for your team! You'll plan game days, recruit teammates, track fundraising, and connect with your local Children's Miracle Network Hospital!

You'll give direction...

Select a team name, customize your team fundraising page, and set a team fundraising goal. You can provide a reason and focus for your playing. Perhaps your group loves playing classic video games or you all deep dive into Dungeons & Dragons. Your team may be inspired to fundraise due to a personal connection to the hospital or a teammate who was treated at your hospital. Whatever your reason for playing – put it on your team page as a badge of honor!



WHAT SHOULD YOU DO NEXT?

1. Connect with the Extra Life community

- Join the [Extra Life Discord](#) server
- Follow Extra Life on [Twitter](#), [Instagram](#), and [Facebook](#)

2. Finish setting up your team's fundraising page

- Set a team fundraising goal
- Customize your team's fundraising page content
- Set a day(s) of play
- Download the [Extra Life mobile app](#)

Tip! If you are a returning captain, consider setting your team fundraising goal 10-15% higher than last year's total! Shoot for the stars!



WHAT SHOULD YOU DO NEXT?

3. Recruit your teammates

- Gather your contact lists and send emails or direct messages letting them know why you are participating in Extra Life and why they should join you!
- Invite friends, family, coworkers, etc. to join your team directly from DonorDrive. You can do this by navigating to your Dashboard > Your Team Fundraising > Invite People to Join Your Team (on the right sidebar).

Tip! If you are a returning captain, start by inviting all your previous year team members back. Perhaps challenge each of the returners to find 5 new potential teammates.

YOUR FUNDRAISING YOUR TEAM FUNDRAISING

Your Team's Contribution

Your team has raised 0% of the event's total funds. [Why not ask friends to donate?](#)

Your Team: \$46,126.12 USD

Everyone Else: \$13,795,603.35 USD

TEAM FUNDRAISING
[View Your Team Page](#)

ASK FRIENDS TO DONATE
[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

YOUR TEAM
[Send a Message to Your Team](#)
[View Your Team](#)
[Invite Someone to Join Your Team](#)

WHAT SHOULD YOU DO NEXT?

4. Communicate with your teammates

- In your DonorDrive dashboard, if you click on the tab entitled “Your Team Fundraising” you should see a panel on the right side of your screen. From there, hit “Send a Message to Your Team”.
 - Send a monthly update
 - Send a congratulations when key team fundraising milestones are reached
 - Send a reminder before important events or days of play

TEAM FUNDRAISING

[View Your Team Page](#)

ASK FRIENDS TO DONATE



YOUR TEAM

[Send a Message to Your Team](#)

[View Your Team](#)

[Invite Someone to Join Your Team](#)

WHAT SHOULD YOU DO NEXT?

5. Integrate live fundraising with your team page

- [DonorDrive Life Fundraising](#) and the [Extra Life Twitch extension](#) make it easy to keep your DonorDrive team page up to date with all of your latest fundraising efforts!
- Make use of [Extra Life's Multimedia Kit](#) to download stream overlays and read through our streaming guide.



KEY YEARLY ACTIVATIONS

- Extra Life United
 - ELU 2021 is a virtual opportunity to participate in online tournaments to unlock funds for your local hospital, connect with other charity streamers who are passionate about children's health, and unlock incentives as you pass fundraising milestones.
- TableTop Appreciation Weekend
 - Throughout August, Extra Life celebrates our tabletop gamers. TTAW is a weekend where we encourage teams to get together, play their favorite tabletop games, and raise funds for their hospital.
- Game Day
 - Game Day is the largest fundraising activation for Extra Life each year. This is the day where most streamers and teams go live with their fundraising and join together as a community to play games and heal kids. [Here](#) is a recap from Game Day 2020 – check it out!



EXTRA LIFE GENERAL BEST PRACTICES

- Customize your DonorDrive fundraising page
- Become an Extra Life platinum participant
- Create your [Facebook Fundraiser](#)
- Utilize fundraising [milestones and incentives](#) on your DonorDrive fundraising page
- Enable DonorDrive [Live Fundraising](#)
- Utilize the Extra Life [Twitch Extension](#)
- Utilize the Extra Life [Broadcasting Guide and Live Stream Tools](#)
 - Make sure to use the extralife tag on Twitch and “#extralife” on YouTube
- Download the Extra Life [mobile app](#)
- Share about Extra Life on your social media channels
 - Always tag Extra Life and/or your local hospital when you share posts regarding Extra Life activities!



HELPFUL RESOURCES

- Extra Life Team Captain [Best Practices](#)
- Extra Life [Blog](#)
- Extra Life [FAQ](#)
- Extra Life [Knowledge Library](#)
- Extra Life [Media Toolkit](#)