MARQUETTE UNIVERSITY
TEAM REGISTRATION
PACKET

Brigg’s & Al’s Run & Walk
for Children’s Hospital
Saturday, September 16, 2006

TEAM REGISTRATION

NOTE: Al’s Run Registration is due by noon on
Wednesday, September 6, 2006
in AMU 245!
TEAM REGISTRATION AT A GLANCE

Thank you for being a team captain! Children’s Hospital relies on your enthusiasm and your hard work. You are an important part of this event and we appreciate your dedication and effort. Use the materials in this packet, plus your own creative ideas to get the word out that your organization or department is forming a team.

A team consists of a minimum of 25 people or more.

5 EASY STEPS TO REGISTER

1. REGISTER YOUR TEAM—NEW THIS YEAR—register your team on-line
   All team members must register using the same method (i.e. if you choose to register your team online, all team members also must register online).

   Paper Registration Instructions:
   Copy the enclosed registration form, distribute and collect from each team member. Each registration form must be filled in completely, including T-shirt size.

   Online Registration Instructions:
   Teams are encouraged to fill out their registration forms online. All team members must register using the same method (i.e. if you choose to register your team online, all team members also must register online). To register online, follow the instructions at http://teams.alson.run.com. Once this is completed, you will be given a link for your team. Email your team members the link and password to your team, which they will use to register online. To register your team online, download the complete step-by-step instructions (in PDF format) from http://teams/alson.run.com.

   **A couple things to note about on-line registration: we are not able to accept credit cards for registration fees, only cash, check or Marquette Cash (must have actual IDs at time of registration to pay with Marquette Cash).

   **Also, it is very important that when registering as a team, the team captain enters Marquette University as the sponsoring organization. This triggers the system to offer students the $16 registration fee instead of the usual $18 fee. This is done when the team captain is creating the site for the team.

2. COLLECT REGISTRATION FORMS AND FEES
   Paper Registration Instructions:
   Collect individual entry fees and registration forms from each team member. Fees are $16 for Marquette Students, $18 for Non-Students (Adults), and $8 for children ages 12 and younger. One check for total amount or individual checks, cash or Marquette Cash from each team member will be accepted as payment in the Event Management Office.

   NOTE: In order for Marquette Cash to be accepted, we must have a current Marquette ID with funds to cover registration fee in full. Marquette ID numbers alone will NOT be accepted as a valid form of payment. Fees for DAY OF REGISTRATION are $22 for Marquette Students and Non-Students (Adults) and $10 for children ages 12 and younger. Marquette Cash will not be accepted as a form of payment after September 6, or on the day of the event.

   PLEASE DOUBLE CHECK THAT ALL TEAM MEMBERS HAVE SUBMITTED PROPER FEES AND COMPLETED REGISTRATION FORMS. ONCE A TEAM’S REGISTRATION HAS BEEN SUBMITTED, NO OTHER TEAM MEMBERS CAN BE ADDED / TAKEN OFF THAT TEAM.

   All checks should be made payable to:
   Brigg’s & Al’s Run & Walk
Online Registration Instructions:
The same instructions above apply, except that the team captain will need to print off registration forms for each of your team members. Registration fees and a registration form for each team member will be needed to complete your registration.

3. BACKPRINT OF TEAM NAME
Each team (25 people or more) is eligible to receive a complimentary backprint on the back of their team T-shirts. Due to the costs of printing and that the goal of this event is to raise money for Children’s Hospital, we are unable to offer back prints to groups smaller than 25. If you would like your organization/department name, team name or logo displayed on the back of your team’s T-shirts:
- Obtain electronic or hardcopy black and white art work for your team T-shirts.
- Submit electronic files via e-mail to Deb Condon at: dcondon@chw.org. You must include team name in e-mail subject line. Hardcopy artwork should be submitted with your team registrations and team entry form and checklist.
- Black & white (no color) artwork only. Photographs WILL NOT be accepted.
- Maximum imprint area is 10” x 10” for teams comprised of adult and youth T-shirts.
  (Adults only maximum imprint area is 12” x 12”).
- Toddler (sizes 2-4) shirts WILL NOT receive a backprint.
- Electronic artwork guidelines: preferred format is Adobe Illustrator 9.0 or less saved as .EPS file. Also acceptable are .TIFF files with a minimum 200 dpi or Jpegs of high resolution—minimum 200dpi.

4. TEAM REGISTRATION FORM DROP-OFF
Entry fees, registration forms (including a complete Team Entry Form and Checklist) and a hardcopy of back print are due by noon on Wednesday, September 6th. Team Registration packets must include all participating members at time of submission. Late additions or changes to the team will not be permitted once they have been submitted.

Drop-off locations:
- Alumni Memorial Union, Room 245 Monday –Friday 8:00 AM-5:30 PM
- Information Center, AMU 2nd Floor Sunday 9:00 AM-11:45 PM
  Monday-Friday 7:00 AM-11:45 PM

5. TEAM RACE PACKET PICK-UP
Team Captains will be notified when team race packets arrive. As team captain, you are responsible for picking up all team member race packets from AMU Room 245 and distributing packets amongst team members. Race packets NOT picked up prior to the event date will be available for pick-up Saturday, September 16th beginning at 7:00AM in the 2nd floor of the AMU.

REMINdERS
- Teams consist of 25 people or more – NO EXCEPTIONS.
- Registration available online! If online registration chosen, all team members must register in this manner. All team members’ registrations must be printed off and handed in at time of registration with appropriate fees.
- One registration form for each member of your team is required.
- One Team Entry Form and Checklist must also be filled out per team.
- Team registration must include all participating members at time of submission. Late additions and changes will not be permitted.
- Deadline for team registration is noon Wednesday, September 6th, 2006.
YOU RUN, YOU WALK, THE KIDS WIN!!!
PLEDGE CHALLENGE

In the spirit of giving, the late Marquette University basketball coach Al McGuire founded this event in 1978. That spirit lives today in our generous sponsors, team captains and pledge raisers who continue to make a difference each and every year. In fact, over the past 26 years, together we have raised more than $6 million for Children’s Hospital. Your pledges and those of your team members help provide desperately needed medical care for kids like the Children’s Champions featured throughout the Team Captain’s Guide.

We invite you to share that spirit with your team members by asking them to pledge to make a difference. Your team members’ pledges and gifts are vitally important. They save children’s lives.

Pledge to make a difference. Recruit your team, set your pledge-raising goal and make sure your teammates know how important their pledges and gifts are to the kids at Children’s Hospital.

After all, it’s all about the kids.

Entry fees cover participation costs only. It is the money pledged through the event that helps Children’s Hospital of Wisconsin provide state-of-the-art medical care, conduct pediatric medical research, provide professional and community education on issues related to children’s health and advocate on behalf of the children. One hundred percent of pledges raised go directly to the hospital.

Photocopy and distribute the pledge challenge pages in this packet to each member of your team.

Due to its popularity, online pledging has returned for this year’s event! Online pledge raising allows you the ability to easily set up a personalized pledge page and make a very personal appeal to your friends and family. It’s easy and helps you raise more money.

Your participation in Al’s Memorial Run & Walk is just the first step. Visit www.alsmemorialrun.com to download a pledge form or www.firstgiving.com/alsrun to set up your personal online pledge form to get started today. Pledge challenge material also included in this packet. You can make a difference in the lives of thousands of children.
www.firstgiving.com/alsrun

Just 3 easy steps...

1. **Create your page.** It’s easy to do and requires no technical skills. By following step-by-step instructions you can personalize your Web page with your own pictures, text, page name, fundraising goal and URL.

2. **E-mail your family, friends and colleagues for support.** They can donate quickly and securely on your page using a credit or debit card from anywhere in the world.

3. **Sit back and relax.** No more chasing checks; funds are transferred automatically to the foundation’s bank account so the money you raise starts making a difference right away.

To Begin:

- Go to www.firstgiving.com/alsrun
- Click “CREATE YOUR PAGE”
- Enter your e-mail address and select “I am new to this site” then click “continue”.
- Enter your personal information and click “continue”.
- If you are participating as part of a team, scroll down to your team name and click “select”. If you cannot find your team name enter it in the box to the right and click “continue”. If you are not participating as part of a team, select “No – I’m raising funds on my own and not as part of a team”.

- **Personalize your page:**
  - Title, web address (ex: www.firstgiving.com/PFP/[your title])
  - The bold part of the address is your personalized Web address and should be a memorable, short Web address that you will forward to family, friends and colleagues.
  - Add your own picture or choose from the stock images. Then, choose a Fundraising Target amount; next, write a personal message for your Web page and “Thank You” e-mail that is sent to those who make a donation to your fundraising page. Click “continue”.
  - If you are satisfied with your page, click “I am happy with my changes”.
  - E-mail your page to family, friends and colleagues for their support!

You will receive an e-mail confirming the creation of your page. E-mail your page’s link (www.firstgiving.com/PFP/[your title]) to friends, family and colleagues, then sit back and relax while you make a difference for the kids at Children’s Hospital of Wisconsin!

NEED HELP? Please contact Maggie Berwind-Dart [Maggie.Berwind@justgiving.com] at (781) 863.6166 with any questions regarding creating your personalized pledge page.
2006 Briggs & Al's Run & Walk for Children's Hospital
$600,000 Pledge Challenge

Pledge to make a difference.

Take the Pledge Challenge to raise $600,000! Do your part by raising $100 or more in pledges. To make your pledge-raising quick and easy, visit www.firstgiving.com/alsrun. Just $100 is all it takes for you to begin earning pledge awards. See the back of this form for more information. To qualify for awards, you must turn in your pledges at the Pledge Tent near the start line of the run and walk before the start of the race the day of the event. Prizes will be awarded based on the amount of pledges turned in at that time. Increase your contribution. Ask about your company's matching funds program and enclose the necessary forms.

Name __________________________ E-mail __________________________
Address __________________________ City __________________________ State ______ ZIP ________
Runner/walker No. ___________ Team name __________________________ □ As an added gift, I waive my pledge award.
Children's Hospital of Wisconsin program I'd like to support (optional) __________________________

My personal gift $________
Pledge $________
Address __________________________ City __________________________ State ______ ZIP ________
Name __________________________ E-mail (optional) __________________________
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Name __________________________ E-mail (optional) __________________________
Pledge $________
Address __________________________ City __________________________ State ______ ZIP ________
Name __________________________ E-mail (optional) __________________________

Please make checks payable to Briggs & Al's Run & Walk.
Subtotal (amount enclosed from this pledge sheet) $________
Grand total (amount enclosed from all pledge sheets) $________

OFFICE USE ONLY. DO NOT WRITE IN THE BOX BELOW.

Amount $ ___________ Verified ___________ Received ___________ Cash Receipt No. ___________ T
Meet Sydney Claire Smith. Sydney first came to Children’s Hospital of Wisconsin at six months of age when she was diagnosed with congenital glaucoma. Two surgeries halted the damage to her eyesight and she returns several times a year for exams under anesthesia to monitor her condition. In March of 2005, Sydney was admitted to the Pediatric Intensive Care Unit in cardiogenic shock. A severe septic infection caused her kidneys and liver to shut down and her heart to stop twice. She spent more than two weeks on dialysis and five days on a specialized heart bypass machine. Today, Sydney’s smile and laughter light up the room. Her family is so grateful for the amazing care and support they have received at Children’s Hospital. The pioneering work done every day at Children’s Hospital saved Sydney’s sight and her life.

Sydney is just one of the children who together make more than 310,000 visits to Children’s Hospital each year for care only a pediatric hospital can provide. Children’s Hospital also works through research, education and advocacy to prevent disease and injury. The money you raise helps make it happen. Please help by raising $100 or more in pledges. Just $100 is all it takes to begin earning pledge awards including:

1st place pledge raiser  | Round-trip tickets for two to any Midwest Airlines destination.
2nd place pledge raiser | Romantic weekend for two at The Pfister Hotel in Milwaukee. Includes a $150 gift certificate for the hotel’s new restaurant.
3rd place pledge raiser | $350 Boston Store gift certificate.
Raise $2,500 or more   | Door County Eagle Harbor Inn weekend escape for two plus a track jacket.
Raise $1,550-$2,499.99 | $75 Boston Store gift certificate plus a track jacket.
Raise $1,000-$1,549.99 | $50 Boston Store gift certificate plus a track jacket.
Raise $750-$999.99     | $25 Boston Store gift certificate plus a track jacket.
Raise $550-$749.99     | A track jacket plus two Marcus Theater movie passes.
Raise $325-$549.99     | Full-zip, lightweight fleece track jacket.
Raise $200-$324.99     | Long-sleeved T-shirt.
Raise $100-$199.99     | Two Noodles & Company gift cards.

To be eligible for your gift, pledges must be turned in at the pledge fest the day of the event, Sept. 10, 2006. Some restrictions apply. Prizes may not be redeemed for cash and are not cumulative. We reserve the right to substitute prizes or gift certificates of greater or equal value. Prizes are awarded based on total dollars turned in the day of the event.

Use the Web to raise pledges quickly and easily. Visit www.firstgiving.com/alsrun.
PLEDGE-RAISING TIPS AND IDEAS

- Pledge raising is easy, effective and fun with firstgiving.com. Encourage your teammates to create their own personal pledge-raising Web page at www.firstgiving.com/alsrun. This online tool is easy, effective and fun. Your team members can start collecting pledges from family and friends by logging on and following the step-by-step instructions.

- Tell your team why it’s important to raise pledges:
  - The registration fee covers only the cost of participating in the event.
  - Gifts and pledges provide desperately needed medical services to children.
  - One hundred percent of pledges benefits Children’s Hospital of Wisconsin.

- Photocopy the pledge fact sheet, forms, and fliers that are included in this Team Captain’s Guidebook and distribute to your teammates.

- Release “waves” of information in the weeks leading up to the event to encourage your teammates to raise pledges. For example:
  - Week 1: Hold a team meeting to set a pledge-raising goal
    (we suggest $100 per person). Pass out a pledge fact sheet and form.
  - Week 2: Distribute a flier encouraging team members to raise pledges.
  - Week 3: Submit an article about the team’s pledge-raising goal to your company’s employee newsletter.
  - Week 4: Send an e-mail or voice-mail message to team members to encourage pledge raising.

- Set a pledge-raising goal and chart your team’s progress. Ask teammates to provide weekly updates of their pledge totals.

- Offer a special incentive if 100 percent of team members raise pledges.

- Invite a speaker from Children’s Hospital and Health System Foundation to speak to your team about the hospital and pledge raising. To request a speaker, call (414) 266-1520.

- Ask a team member with a child who has been treated at Children’s Hospital to talk about his or her experience.

- Use e-mail or voice-mail messages in the final week before the event to convey a sense of urgency about the need to raise pledges.

Callan Schindler
Age: 4
Madison, Wis.

At age 1 month, Callan was diagnosed with pulmonary atresia, a heart defect that prevents blood from flowing to the lungs to become oxygenated. Callan’s prognosis was not positive. Within hours of arriving at a Children’s Hospital of Wisconsin, Callan was undergoing the first of several open heart surgeries. By the time he was 10 months old, Callan had spent about 7 months in the hospital, weighed 12 pounds, and was too weak to hold up his head. But today, Callan is an active boy who attends Early Childhood classes. His parents believe much of the credit goes to Callan’s stubbornness, but they also credit the excellent team of physicians at Children’s Hospital who never gave up on their son.
RECRUITMENT TIPS AND IDEAS

- Photocopy and distribute the recruitment flier provided in this Team Captain’s Guidebook to potential team members.

- Personalize and send the sample e-mail message in this Team Captain’s Guidebook to your co-workers, family and friends.

- Submit the newsletter announcements for publication in your organization’s employee newsletter.

- Hang event posters and fliers in high-traffic areas such as cafeterias, break rooms, lobbies and waiting areas. To request additional posters, call the Briggs & Al’s Run & Walk Team Hotline at (414) 266-1520.

- Promote the event in “waves.” For example, you may hang the posters the first week, distribute fact sheets the second week, publish a newsletter announcement the third week and distribute a recruitment flier the fourth week.

- Hold a kickoff event like a brown-bag lunch, staff meeting or pizza party. Children’s Hospital and Health System Foundation staff is available to speak to your group about the run and walk. To schedule a presentation, call (414) 266-1520.

- Provide a small incentive for joining the team or hold a random drawing of team members to give away an extra day off or a gift certificate.

- Ask group members or co-workers if they know a child who has been treated at Children’s Hospital of Wisconsin and share their stories with potential team members. People are more eager to get involved if they feel personally connected to Children’s Hospital.

- Recruit team members from outside your company, such as customers, clients, family members and friends.
VOLUNTEER OPPORTUNITIES

As in years past, over 150 Marquette University students, faculty, staff and friends are needed to make this year’s event a huge success. Opportunities include: Set-up Crew, Children’s Champion Breakfast, Register Participants, Count Day-Of Registration, Information/Traffic Movers, Warm-Up Drop Off, Warm-Up Pick Up, and Sentries. Contact Ali Myszewski for more information.

Ali Myszewski, Alumni Memorial Union Assistant Director,
Brigg’s and Al’s Run Volunteer Coordinator
all.myszewski@marquette.edu
414-288-3129

Linda Lee, Alumni Memorial Union Coordinator of Administrative Services,
Brigg’s and Al’s Run Individual & Team Registration Coordinator
linda.lee@marquette.edu
414-288-0628

Annette Conrad, Alumni Memorial Union Associate Director,
Brigg’s and Al’s Run Committee Chair
annette.conrad@marquette.edu
414-288-7202
TEAM ENTRY FORM AND CHECKLIST

TEAM INFORMATION

Division  □ (cr) Corporate team  □ (cm) Community team  □ (cl) Academic team

Team name ____________________________________________

Team captain ______________________________________ Daytime phone (____) ____________

Team captain’s e-mail address ____________________________

Organization name  MARQUETTE UNIVERSITY

Mailing address ________________________________________

City __________________________ State ______ ZIP________

T-shirt back print  □ Electronic art e-mailed to mbarrie@chw.org ___________ (date). Black and white (no color)

T-shirt artwork only – see Team Captain’s Guide for specific format instructions.

□ No back print.

Fees
Please indicate the appropriate numbers in each category:

Adults (age 13 and older)  ______ x $18.00 = $___________

Children (age 12 and younger on race day)  ______ x $8.00 = $___________

Fee for XXL shirts  ______ x $1.50 = $___________

Subtotal  = $___________

Total team members  = ____________

Team fee* (waived for community teams)  = $ WAIVED

Total fees due (entry fees+ XXL fees+ team fee)  = $___________

*Team fees: 1-25 members, $70; 26-50 members, $90; 51-100 members, $125; 101-500 members, $225; 500+ members, $300.

Checklist
Have you enclosed the following?

□ Team entry form
□ Appropriate fees. Checks payable to Briggs & Al’s Run & Walk.
□ Individual or family entry forms for each team member.
□ Artwork e-mailed to mbarrie@chw.org.

Office use only.  Date ____________
Cash receipt No. ______________________
Team No. ______________________
Amount received $___________
Balance due $___________
Balance received: Date ____________
Initials

Keep the pink copy (back page) for your records.