



Prizes for Kid Runners:

*18 and Under

Grand Prize (Top Fundraiser):

(Must raise a minimum of \$2000)

- Xbox 360 Console with Kinect plus 2 Games!

All Race Participants:

- Franklin Classic T-Shirt

\$100 Level:

- \$10 iTunes Gift Card
- FREE race registration
(must raise \$100 by August 1st)



\$250 Level:

- \$25 iTunes Gift Card
- Four (4) free movie tickets



\$500 Level:

- \$75 Mall or iTunes Gift Card
- iPod Shuffle (choose color)
- 7" Portable DVD Player



\$1,000 Level:

- \$150 Mall Gift Card
- 9" Portable DVD Player
- iPod Nano



\$2,000+ Level:

- \$300 Gift Card (of your choice)
- iPod Touch - 32GB

Limit one prize choice per participant. All prizes subject to change based on availability. Images for reference only..





Prizes for Adult Runners:

Grand Prize (Top Adult Fundraiser):

(Must raise a minimum of \$2000)

- Apple iPad 2 - 16GB

All Race Participants:

- Franklin Classic T-Shirt

\$100 Level:

- \$10 Starbucks Gift Card
- FREE race registration
(must raise \$100 by August 1st)

\$250 Level:

- \$25 Home Depot Gift Card
- \$25 Target Gift Card
- Pilates Starter Kit

\$500 Level:

- \$75 Home Depot Gift Card
- \$75 Target Gift Card
- iPod Shuffle

\$1,000 Level:

- \$150 Home Depot Gift Card
- \$150 Target Gift Card
- iPod Nano
- Garmin Forerunner GPS Receiver and Sports Watch
- Garmin Nuvi Bluetooth Portable GPS w/ Traffic

\$2,000+ Level:

- \$300 Gift Card (of your choice)
- iPod Touch - 32GB

Limit one prize choice per participant. All prizes subject to change based on availability.





Dear Friends,

With so many needs through our country and the world, it may surprise you to learn that there are thousands of children in our own community who go without proper medical care. Mercy Children's Clinic has been addressing this need since 1999, but we need your help.

Mercy Children's Clinic is based in Franklin, TN and its mission is "To reflect the Love and Compassion of Jesus Christ by Providing Healthcare Services to ALL children and support to their families." Here are a few facts about Mercy Children's Clinic:

- Mercy is made up over 40 full and part time staff serving children from over 25 counties.
- Over 67% of Mercy patients are uninsured or on TennCare (Medicaid).
- Over 6,000 children call Mercy home and make up over 16,000 visits per year.
- Approximately 50% of Mercy's patients suffer from chronic conditions.
- Mercy must raise over \$1.2 million each year in donations alone, to keep the doors open.

Mercy is making a big difference in Franklin and in Middle Tennessee and you can be a part of this amazing ministry. Each year, we host the Franklin Classic in downtown historic Franklin. This Labor Day race includes a timed 10K run and 5K run/walk as well as a 1K Kids Run. All proceeds from the Franklin Classic go to support Mercy Children's Clinic. You can help us make the most of this event in a very easy way.

Last year, we kicked off a new fundraising/sponsorship program called Miles for Mercy and just like last year, we are asking for your help this year to go beyond just participating in the event by also participating in the **Miles for Mercy** program. As a **Miles for Mercy** participant, you can raise funds by asking your friends, family and coworkers to sponsor your participation. You can join a team or create your own participate together with friends and coworkers. It's such an easy way to make a huge difference in the lives of children right here in Middle Tennessee. Children who may live right down the street or who may be in your child's school classroom.

Inside this packet you will find details about how to participate including suggestions for how to raise funds, instructions for how to use the free website and prizes and recognition for those who raise the most funds. If you have children, encourage them to participate and help them to know how their efforts are helping children just like them. If you have questions, please reach out to the Race Director or to myself, and we will be happy to help.

As an added bonus this year, if you help Mercy by raising \$100 before August 1st, you will receive one free race registration! To take advantage of this offer, please don't register for the race separately.

I feel so blessed to be a part of this event and to have this opportunity to help such a great organization realize its mission and make such an impact. I hope you will join me.

Sincerely,
Johnathan Brandon
Committee Chair – Miles for Mercy
milesformercy@franklinclassic.org





Team Captain Guide/Tips

Thank you for agreeing to be a Team Captain for the 2011 Franklin Classic! You make the difference in the success of this effort and in the lives of so many children around Middle Tennessee. We want you to be successful, and we want to give you the tools to make building a successful team easy. This guide is intended to help you along the way, but if you ever have questions, please let us know. We are always happy to help. Thank you again! We look forward to seeing you at this year's Classic!

Why Mercy Children's Clinic

All proceeds from the Franklin Classic benefit Mercy Children's Clinic. Based in Franklin, TN, Mercy has been providing quality healthcare to children since 1999. In an area such as Franklin, many people are surprised to learn that there are thousands of children in our community who would not have access to quality healthcare if it weren't for Mercy.

Here are a few facts about Mercy Children's Clinic:

- Mercy is made up of over 40 full and part time staff
- Patients come from over 25 counties
- 67% of Mercy patients are uninsured or on TennCare (Medicaid)
- More than 6,000 children call Mercy Children's Clinic home account for over 16,000 visits per year
- Approximately 50% of Mercy's patients suffer from chronic conditions
- Missionaries at heart, physicians at Mercy are compensated well below average
- Mercy must raise over \$1 million annually in donations to remain open
- Unlike many pediatric offices, Mercy also provides comprehensive social and behavioral health services to our patients

Team Captain Overview

These steps will help you be successful:

- Plan a team Kick-off meeting.
- Set a team fundraising goal. Be aggressive and encourage your team to work hard to meet the goal.
- Try to recruit 10 - 15 participants who are committed to helping the team raise money.
 - Team members are not required to participate in the event. We realize that not everyone can make it to the race, but anyone can still help raise money for the team.
- Help your team members set individual fundraising goals in line with the team's goals. Teams of 10 can easily raise \$2,000 if each member raises just \$200.
- Find a "star" team member who can set an example by raising \$1,000
- Help your team members register online for the event and set up their Event HQ.
 - If someone registers as an individual and later wants to join a team, please email the race director to have them added to the team.
- Help each member reach personal fundraising goals:
 - Encourage them to use the online tools to send emails to friends and relatives. Show them how to use the tools if necessary.
 - Distribute participant packs which include instructions and an envelope for them to store any cash or check donations.
- Work with your company to obtain matching gifts. Many companies have a standard matching policy. Others will match your gifts if you ask.
- Keep the team motivated!
 - Stay in communication with your team members on their progress.
 - Put together team fundraisers like bake sales or auction themed baskets.
 - Give recognition to team members who are progressing toward their goals.
 - Make sure your team members are aware of the VIP Passes for everyone who raises \$100 or more as well as the prizes available to fundraisers.
- Organize a team tent on race day as a place where your team can meet and organize during the event. Space is available for teams, so reach out to the Race Director to get more details.





How to Find Team Members

1. Send an email to everyone on your address book.
2. Ask friends, colleagues and family when you see or talk to them.
3. Ask people at church and/or put it in the church bulletin.
4. Ask members of your civic or hobby group.
5. Ask those who provide you services (doctors, lawyers, dentists, barbers, etc.).

Team Fund Raising Ideas

Team fundraisers are a great way to build support and get your team members started off on the right direction. Funds raised during team fundraisers can be split between the team members to give them a head start toward their goals. Here are a few examples:

- Casual/Jeans Day: Ask for a donation of \$5 from employees who want to wear jeans or casual clothes on a designated day.
- Promote it with signs and emails to all associates. Don't forget to let everyone know how the money will be used.
- Bake Sale: Ask the team members to bake cookies and snacks for a bake sale.
- Chili Cook-Off: Have everyone bring in their best chili recipe and have a contest to see who has the best chili. Offer the chili with chips and a drink for lunch for a small donation.
- Theme Basket Auction: Have departments compete to put together themed gift baskets and then hold an auction to sell the baskets. Themes might include movie night, spa package or tech toys. You could also get the company involved and auction off dedicated parking spaces. Ask vendors that your company buys from to help out by donating some of the products to be auctioned.
- Car Wash: Offer car washes for donations toward your team's goal. You could even do them at the office if you have access to water and supplies.
- Pancake Breakfast: Serve pancakes to employees for a small donation and let Sr. Managers be the servers.

Don't Delay: Suggested Timeline

1 - 3 months before the race

- ✓ Register the team online
- ✓ Set team goals
- ✓ Begin recruiting team members
- ✓ Confirm whether your company will match donations

1 - 2 months before the race

- ✓ Hold team kick-off meeting
- ✓ Continue recruiting team members
- ✓ Email team members with encouragement and fundraising suggestions
- ✓ Begin planning team fundraisers

3 - 6 weeks before the race

- ✓ Host a team fundraiser (cook-off, auction, corporate jeans day, car wash)
- ✓ Email team members with encouragement
- ✓ Hold a team meeting to discuss progress toward the team goals
- ✓ Contact the race director to arrange for a place for your team to set up a tent on race day

1 - 2 weeks before the race

- ✓ Make sure all team members have the race day details
- ✓ Let your team know what time and where to meet at the race
- ✓ Collect any check or cash pledges and turn in so that your team members receive proper credit

Race Day

- ✓ Meet your team at the assigned location
- ✓ Turn in any outstanding pledges
- ✓ Pick up chips and race bibs
- ✓ Enjoy the day. You are making a difference and deserve to celebrate.

After the race

- ✓ Collect any final donations and turn in
- ✓ Thank team members for their hard work
- ✓ Host a wrap-up party and thank team members
- ✓ Let your company or group know of your success so it can be included on company websites or group emails.

THANK YOU FOR MAKING A DIFFERENCE!





Online Registration & Event HQ Instructions

Step 1: Visit <http://milesformercy.kintera.org>



Step 2: Register

- Click on “**Register Now**” in the top right corner of the website. (REMEMBER – This is Miles for Mercy registration only, it does not register you for the Franklin Classic.)
- **Team Captains:** Choose “**Start a Team**” and follow the instructions
- **Individuals:**
 - Choose “**Join a Team**” if you will be participating with a group that has team established
 - Choose “**Join as an Individual**” if you will be participating on your own.



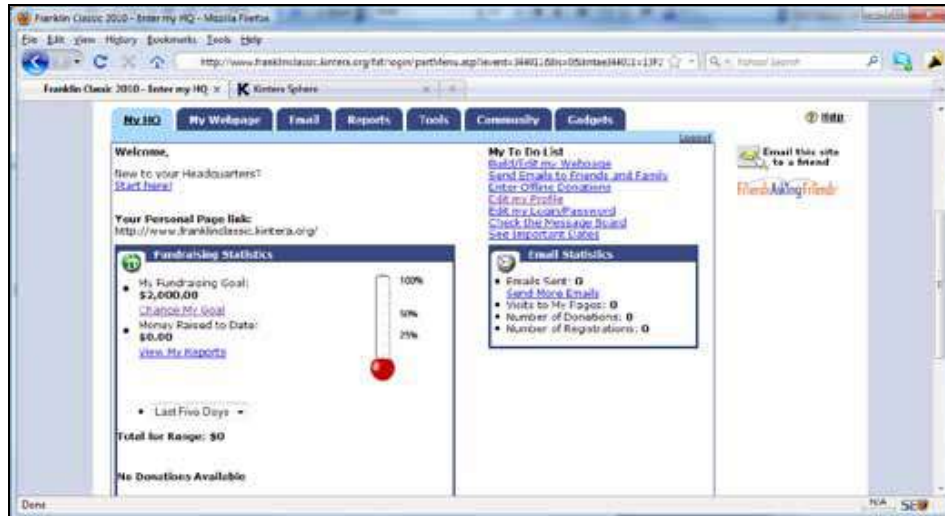
- During registration you will be asked to create a **personalized web page link**. Keep this simple as you will want it to be easy for your friends, coworkers and family members to remember.
- Write down your username and password as you will need it to access “**My Event HQ**”. If you ever forget your password or username, you can have them sent to you from the website.





Step 3: Personalize Your Web Page

- When you log into “My Event HQ” (there is a link on the home page of the website) you will have the opportunity to customize your personal web page. Take a few moments to add personal photos and let your visitors know why you are participating. Sharing your story, pictures and passion will help encourage others to contribute to your effort.



- Your changes will be visible on your personalized donation web page





Step 4: Ask for Support

- Send personalized emails from “My Event HQ”. You will be surprised at the number of people who are willing to support you (and Mercy Children’s Clinic) if you just ask. You can even import your address list into your Headquarters.
 - Don’t forget to ask them to join you as a participant
 - Encourage them to help you raise money for a worthy cause.
 - Ask them to make a donation to help you reach your goal.
- There are templates available within “My Event HQ” to help you get started.



Step 5: Track Your Progress and Follow Up

- Visit “My Event HQ” regularly to check on your progress.
- Be sure to send thank you emails to people who support your efforts.
- You can send follow-up emails to people you haven’t heard from.
- Take it offline – Email isn’t the only way to ask friends, coworkers and family to support you. Give them a call or ask them in person. Be sure to let them know why you are participating and how their money will be used to provide high quality healthcare to children right here in our community!
- If you receive cash donations, you can enter them as pledges in “My Event HQ” and then turn them in at Mercy Children’s Clinic, or on the day of the race.

Step 6: Join Us at the VIP Tent

We appreciate your help in making the mission of Mercy Children’s Clinic possible. Without you, we couldn’t keep the doors open and thousands of children would go without the quality healthcare they deserve. As a thank you for your efforts, we will have a VIP Tent setup on the day of the race for everyone who raises just \$100 or more. With over 3000 participants every year, we can really make a difference with your help.

The VIP Pass will give you access to complementary pastries, coffee, prizes/gifts and a favorite feature . . . **access to indoor restrooms on race day!**





Raising \$500 in 10 days is easy... just follow these simple steps:

- Day 1** Show your support and sponsor yourself for \$25
- Day 2** Ask 4 family members to donate \$25 each
- Day 3** Ask 5 friends to contribute \$20
- Day 4** Ask 5 co-workers to contribute \$10
- Day 5** Ask 5 neighbors to contribute \$10
- Day 6** Ask 5 people from your church or a group to contribute \$10
- Day 7** Ask your boss for a company contribution of \$25 (even better, find out if your company will match all of what you raise! Many companies do.)
- Day 8** Ask a business or company that you deal with through work to sponsor you for \$25
- Day 9** Ask businesses you frequent to personally contribute \$15 (hair salon, dry cleaner, favorite restaurant, etc.)
- Day 10** Hold a team fundraiser (bake sale, car wash, raffle, etc.)

Thank you!

