

FAMILY TEAMS GUIDE



MESSAGE FROM A FAMILY TEAM

Dear CCVI Parent,

It seems fitting that the Trolley Run is held in April each year. In April of 2008, we were told that our 18 month old daughter had an extremely rare eye condition. This came as a total shock to us. This is how our journey into the world of “visual impairment” began and the wonderful team at the Children’s Center for the Visually Impaired (CCVI) has been behind us every step of the way. The therapists and teachers at CCVI have helped to guide us in the right direction and help our daughter achieve goals in the classroom and beyond.

This year the Trolley Run is being held on April 29. This is our chance to celebrate our children’s achievements together and give back to CCVI at the same time. Last year it was incredibly moving to see all of the Family Teams in their teal t-shirts while we walked the course together. But most of all, it was amazing to see how many people showed up to support such a unique school that helps some very special children.

Choose a creative name for your Family Team, set a fundraising goal, ask your family and friends to join you, and let the fun begin! Please use this guide to learn more about getting your Family Team started. We hope to have more Family Teams than ever before so that others can see how many people CCVI helps.

CCVI provides encouragement and hope to families like ours. In return, let’s try to raise as much money as possible for CCVI. Hope to see you at the race on Sunday, April 29!

Lyn Petro and Family

(Pictured on the cover)



*A Vision For Giving.
A History Of Success.*

FAMILY TEAM SET UP

Why Have A Team?

The Trolley Run is CCVI's largest annual fundraiser. Without it, our children may not get the help they need to succeed in the sighted world. Creating a Family Team is an easy way to give back to the school that has given so much to us.

Getting started with our ALL NEW registration and fundraising site

- ★ Create a fun and catchy name for your team.
- ★ Decide how much money you want to raise for this year's event and determine some of the fun ways you plan to accomplish this. Can't think of fun ways to raise money? Check out page 6 for some great ideas.
- ★ Go to www.trolleyrun.kintera.org to get your team registered. Click the "Register Here" tab on the left side. Follow the simple steps to get registered. You can register multiple people or just yourself.
- ★ Once you have completed your registration you will automatically be taken over to your personal fundraising page. You can edit your page, add your personal story, add pictures, videos and edit your team page. Check out the "Using and Making the Most of Your Participant Fundraising Page" guide at the back of your Family Team guide for step by step instructions on all the new and exciting tools your fundraising page offers this year.
- ★ Now invite people to join your team and make donations on your team fundraising page. You can do this by uploading your address book and sending e-mails from you team fundraising page.
- ★ **If you have a family member who cannot participate in the event but would like a specialty Family Team shirt you must register them as a "Couch Potato" participant and pay the \$30 registration fee.**
- ★ Don't forget to infuse fun into your Family Team! Have a pre-race party to get excited. Set up a meeting time and place the morning of the event to take team photos. Wear fun gear to show your team support.
- ★ All Family Teams must fill out a Family Team Information form, available on the last page of this document or download at www.trolleyrun.org. **All forms must be turned in by March 24 to ensure that you will have your team t-shirts by race day.**

Team Prizes

There will be great prizes for the largest Family Team, the top fundraising Family Team and the Family Teams that collect \$500 or more. You can start turning in Family Team fundraising dollars anytime. You can mail them into CCVI or drop them off anytime during regular business hours. All Family Team fundraising donations must be turned in no later than May 31, 2012 to qualify for Family Team prizes.

If you have any questions about getting registered or setting up your team fundraising page, please contact Jennifer at janderson@ccvi.org or at 816-841-2284, ext. 2016.

SAMPLE FUNDRAISING LETTER

Here is a sample fundraising letter that you can use as a template to create your very own:

Dear Friends and Family,

Imagine this: you are taking a vacation to Italy and you board the plane ready for your European vacation. You have done all the planning and research so you will be prepared once you arrive. You step off the plane and you are in Egypt. You weren't expecting the sudden change and you feel very unprepared and anxious. This is a place you know nothing about.

This is how most parents feel when they receive the news that their child has a visual impairment. They have prepared by reading books and taking classes but suddenly they are faced with an unexpected future. The Children's Center for the Visually Impaired (CCVI) is there to help prepare young children with visual impairments, including those with multiple disabilities, to reach their highest potential in the sighted world. They provide each family with the best resources possible to help them succeed.

I am participating in the 24th Annual Sabates Eye Centers Trolley Run on April 29 to help raise money for the children of CCVI. By donating to me you will help provide vital programs and therapies to the 390 children CCVI serves annually. Help me reach my goal by visiting my fundraising page at www.trolleyrun.kintera.org and click on the "sponsor a participant" button on the left and donate to this year's event. You can also read about the event and learn more about why CCVI is so important.

Donating through my personal fundraising page is simple, fast and totally secure. It's also the most efficient way to contribute! You may also mail in donations to CCVI at 3101 Main Street in Kansas City, MO 64111; please just place my name in the memo line of your check.

Please send this letter onto your friends and family so they can help us raise as much money as possible.

Thank you for your support of CCVI and the Trolley Run!

*Thousands Of Steps
For The Future Of
CCVI's Children.*



Kids' Trolley Run 2011

YOUR DONATION MAKES A DIFFERENCE

\$25 provides classroom art supplies for one month

\$75 provides one hour of therapy or braille instruction

\$310 provides one field trip for one class

\$650 provides one month of tuition for a kindergarten student



ABOUT THE CHILDREN'S CENTER FOR THE VISUALLY IMPAIRED (CCVI)

Founded in 1952 as the Kansas City Nursery for the Blind, CCVI offers specialized instruction and therapy for children who are blind or visually impaired. Our doors are open for any infant to school-aged child whose visual impairment is significant enough to adversely affect his or her educational performance. Children and their parents come to discover a truly unique, positive environment with innovative and stimulating programs customized for each student.

FAST FACTS:

- ★ CCVI is the only school in the KC area that offers specialized instruction for blind and visually impaired children from birth through school age.
- ★ CCVI provides individualized therapy, consulting services and supportive family education.
- ★ CCVI is a 501(C)(3), not-for-profit organization.
- ★ Last year, approximately 1,050 volunteers gave an estimated 12,700 hours of service to CCVI.
- ★ The Trolley Run is the largest fundraiser for CCVI.



24 GREAT FUNDRAISING IDEAS & TIPS– *One for each year of the Trolley Run:*

1. Find out if your company has a matching gifts program.
2. Create an “Extra Change in My Pocket” box for your desk.
3. Host a fundraising dinner at your favorite local restaurant.
4. Have a fundraising birthday party and have guests give donations instead of gifts.
5. Add a short sentence to your e-mail signature asking for donations.
6. Ask the people around you to make donations -- doctors, therapists, veterinarian, insurance agent, etc.
7. Ask your gym if you can place a collection jar on the counter.
8. Ask your hair salon to donate \$2 of every hair cut they have for a week.
9. Write a letter or create a flyer to pass out to everyone you know.
10. Ask businesses that you frequent if you can put out a collection jar.
11. Have people pledge money for each mile you are walking/running.
12. Host a game night and have people make donations to attend.
13. Use social media. Copy your online fundraising web address and use it as your status update. Or tweet it to your friends.
14. Have a bowling night and partner with your local bowling alley to have them waive the bowling fee for your friends if they make donations.
15. Make a curse jar; anytime anyone curses they put a dollar in.
16. Have a dress down day at work. If people pay \$5 they get to dress down for the day.
17. Place an advertisement in your church bulletin.
18. Ask groups that your children are involved in to make a donation. For example, the soccer team, Girl Scouts, etc.
19. Send out e-mail solicitations to everyone in your address book.
20. Tell your story – the more you talk about what CCVI means to you, the more connected people will become.
21. Ask for the right amount – don’t be afraid to ask for a certain amount of money from people.
22. Ask those people that have asked you to donate to their cause or activity.
23. Start now! The earlier you start, the more money you will raise.
24. Ask your company if they have a matching gifts program. If they do, have them match the amount of money you donate or raise for Trolley Run.

YOUR DONATION MAKES A DIFFERENCE

Day 1: Sponsor yourself for \$20.

Day 2: Ask two family members to sponsor you for \$15.

Day 3: Ask 10 friends to each contribute \$20.

Day 4: Ask five co-workers to each contribute \$20.

Day 5: Ask five neighbors to each contribute \$20.

Day 6: Ask 10 people from your place of worship to each donate \$10.

Day 7: Ask your boss for a company contribution of \$50 (or find out if your company will match what you raise).

Day 8: Ask five businesses your company works with to sponsor you for \$40.

Day 9: Ask four businesses you frequent (barber/stylist, dry cleaners, veterinarian, restaurants, etc.) to contribute \$25.



"Aces for Aiden" Family Team 2009

FAMILY TEAM INFORMATION FORM

PLEASE NOTE: Family Team name will appear exactly as listed below in publicity recognition listings. (Use additional sheets as needed.)

FAMILY TEAM NAME

TEAM CAPTAIN

ADDRESS

CITY/STATE/ZIP

HOME PHONE

ALTERNATE/CELL

E-MAIL

List your team members and shirt sizes below:

(Please list all "Couch Potato" participants who want to receive Family Team shirts as well.)

Name	Shirt Size	Name	Shirt Size
1.		9.	
2.		10.	
3.		11.	
4.		12.	
5.		13.	
6.		14.	
7.		15.	
8.		16.	



Please return completed form by March 24, 2012 to Elizabeth Mayer at CCVI, 3101 Main St., Kansas City, MO 64111, or e-mail to emayer@ccvi.org, or fax to 816-753-7836.

OFFICIAL USE ONLY:	DATE: _____
SHIRTS ORDERED: _____SMALL _____MEDIUM _____LARGE _____XLARGE _____XXLARGE	
BATCH NUMBER: _____	TOTAL: _____

