



TOOLKIT

Cape Day, presented by Bank of Texas, is an opportunity to honor our patient superheroes at Children's Health<sup>SM</sup> who fight courageously against illness and injury every day. With a \$20 donation, you can gift a cape for a patient or receive one for yourself. On Nov. 7, we'll all wear our capes proudly to raise awareness for all the patients fighting for a better tomorrow

Your contribution to Cape Day qualifies you to be a member of the Red Balloon League, a band of sidekicks helping our superheroes in the hospital. Every donation helps fund efforts that go above and beyond for our patients like patient and family support services, lifesaving research and new equipment and supplies.

- The gift of five capes could one week's supply of new toys for our patient playrooms.
- The gift of 25 capes could provide lab materials for pediatric cancer research.
- The gift of 50 capes could send two kids to medically-oriented summer camp.

### When is Cape Day?

Celebrate by wearing your cape all day on Thursday, Nov. 7! (Please order your cape by Oct. 30 to ensure you receive it by Nov. 7.)

Enjoy activities and entertainment with your fellow Red Balloon League members at a special community event held Nov. 7 from 4 p.m. to 8 p.m. at The Boardwalk at Granite Park. Enjoy superhero activities and entertainment and receive discounts at surrounding restaurants by wearing a cape. For more details, visit [childrens.com/capeday](http://childrens.com/capeday).

### How can I get involved?

The best ways to support Children's Health on Cape Day are to advocate and donate.



#### ADVOCATE

Let friends, family and the community know that you choose Children's Health! Don't forget to use #ChooseChildrensHealth and #CapeDayNTX and tag Children's Health if you're posting on social media:

- Facebook: [@Childrens](https://www.facebook.com/Childrens)
- Twitter: [@ChildrensTheOne](https://twitter.com/ChildrensTheOne)
- Instagram: [@Childrens](https://www.instagram.com/Childrens)

Please see suggested messages on the back.



#### DONATE

Visit [childrens.com/capeday](http://childrens.com/capeday) to donate or purchase a cape for \$20.





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### Social Media Promotion:

*Below are suggested messages to share on social media - feel free to customize them! We suggest posting with a picture with your cape or sharing our official 2019 Cape Day video, which can be downloaded at [childrens.com/capeday](http://childrens.com/capeday).*

#### Post these messages through Oct. 28:

Celebrate the real heroes – the brave and courageous patients at Children’s Health fighting illness and injury every day – on Cape Day, presented by Bank of Texas. Every \$20 donation provides a cape to one of their patient superheroes. Join me by supporting Cape Day: <http://bit.ly/capeday2019> #CapeDayNTX #ChooseChildrensHealth

Every superhero needs a sidekick. Join me in supporting the patient superheroes at Children’s Health fighting for a better tomorrow for Cape Day, presented by Bank of Texas. Donate a cape: <http://bit.ly/capeday2019> #CapeDayNTX #ChooseChildrensHealth

Cape Day, presented by Bank of Texas, celebrates the patients at Children’s Health who battle illness and injury every day. For every \$20 donation, a patient will receive a superhero cape to wear Nov. 7 and honor their bravery and courage. Join us and get involved here: <http://bit.ly/capedayntx> #CapeDayNTX #ChooseChildrensHealth

We’re proud to be sidekicks of the patient superheroes at Children’s Health. Every day they’re battling illness and injury with bravery and courage. For Cape Day, presented by Bank of Texas, on Nov. 7, we’ll all wear our capes to honor them. Learn more and get involved here: <http://bit.ly/capedayntx> #CapeDayNTX #ChooseChildrensHealth

Cape Day, presented by Bank of Texas, is coming to Children’s Health! It’s a special day to celebrate the strength and bravery of their superhero patients. Make a \$20 donation to provide a cape for patient to proudly wear on Nov. 7. <http://bit.ly/capeday2019> #CapeDayNTX #ChooseChildrensHealth

#### Post this on Nov. 7, Cape Day:

Today is #CapeDayNTX! It’s a special day to celebrate the strength and bravery of the superhero patients at Children’s Health. We’re proud to be their sidekicks and support their fight for a better tomorrow. Learn more at: <http://bit.ly/capedayntx> #ChooseChildrensHealth

#### Don’t forget to tag Children’s Health, so we can see your support:

Facebook: [@Childrens](https://www.facebook.com/Childrens)

Twitter: [@ChildrensTheOne](https://twitter.com/ChildrensTheOne)

Instagram: [@Childrens](https://www.instagram.com/Childrens)

### Questions?

Call us at 214-456-8360 or email [capeday@childrens.com](mailto:capeday@childrens.com)

