



# EXTRA LIFE

## CORPORATE TEAM TOOLKIT





Extra Life can be a great team building opportunity for groups of colleagues who want to come together and make a difference for their local Children's Hospital while having fun and playing games at the same time!

Extra Life is an opportunity for a company or organization to:



ENHANCE EMPLOYEE MORALE



ENCOURAGE TEAMWORK



SUPPORT EMPLOYEES WHOSE LIVES HAVE BEEN TOUCHED BY A CHILDREN'S HOSPITAL

# IT'S SIMPLE to organize a corporate team. We provide materials and guidelines along the way to ensure your success!

## BUILD YOUR TEAM INTERNALLY

Designate a "Team Captain" who will be the point person for your Extra Life event. This person will also be responsible for communicating with your Hospital Program Director. Host an internal team kick-off during lunch to build excitement about Extra Life. Use internal chat groups or list serves to spread the word about your company's involvement.

## CREATE AN EXTRA LIFE TEAM ONLINE

Each team will receive a team page and the team captain will be able to set a team goal and edit the text on your page. As individuals register under the team page they have the opportunity to select their local Children's Hospital and customize their own individual pages.

Through the dashboard the team captain has the ability to invite others to join their team via email.

## PLAN AN EMPLOYEE EXTRA LIFE EVENT

Whether large or small, your Extra Life event does not have to be on national game day in order to participate! Pick a date(s) that works for your group and customize the event to best fit your audience.



# LEVEL UP TEAM FUNDRAISING

Here are some tips we have seen be successful for corporate events:

- ***Suggest a fundraising minimum*** in order to participate: Encourage all gamers to try and raise \$50–\$100 before game day. Some companies have special prizes day-of for participants who have already hit certain fundraising levels. *Ex: Fundraise \$100 before noon? Lunch is on us!*
- ***Hosting your event on a weekend?*** Encourage participants to bring family and friends as an added incentive to attend!

## CONNECT YOUR TEAM MEMBERS TO THE MISSION

Prior to your event, set up a tour at Children's Health for your team to see the impact of their fundraising directly. Reach out to your hospital contact for a local patient as your champion. Share their story with your team and their communities.

## ORGANIZE LEAD-UP FUNDRAISERS BEFORE YOUR EVENT

In the weeks leading up to your Extra Life event organize small fundraisers around the office for those who may not be participating in the event. Some ideas include: host a casual jeans day for a \$5 donation. Have a photographer take headshots for a suggested \$20 donation. Host a chili cook-off and more!

## MATCHING GIFTS

If your company participates in a matching gift program, be sure to encourage all of your colleagues who make a donation to submit their gift information to be matched! Don't leave free money on the table!

**WE KNOW PLANNING AN EXTRA LIFE EVENT CAN BE A LARGE UNDERTAKING BUT WE ARE HERE AS A RESOURCE TO PROVIDE HELP AND GUIDANCE!**

## **COLLATERAL AND RECRUITMENT MATERIALS**

The Hospital can provide signage and fact sheets about the hospital. As well as Extra Life swag like buttons, lanyards, dice and other items.

## **PATIENT AND HOSPITAL SPEAKERS**

Work with the hospital to schedule patient, family and hospital speakers for your event. Events are often most successful if someone who works at the hospital, or someone who was treated there, are able to share their stories and highlight the importance of philanthropy.

## **MARKETING YOUR EVENT EXTERNALLY**

Every month the Hospital has the opportunity to send communications to all registered Extra Lifers in the area. Have an event that's open to the public? *Let us know and we will blast it out to our community!*

## **EXTRA LIFE: FORMED BY GAMERS, BONDED BY PASSION**

Extra Life is a global movement that unites gamers of all types to fundraise for their local Children's Miracle Network Hospital. Participants fundraise with friends, family, coworkers and online communities and host gaming marathons in support of local children's hospital. Local gamers fundraise, promote the hospital, and stay engaged with the Extra Life community yearlong through live streams and gaming events. Founded by Children's Miracle Network, Extra Life supports more than 170 local children's hospitals. In 2019, over 600 gamers in North Texas raised more than \$100,000 for Children's Health.

## **QUESTIONS?**

Contact us to learn more about starting an Extra Life Corporate Team today!

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## **CONNECT WITH US**



**BE A  
HERO**  
PLAY GAMES,  
HEAL KIDS.

