

15th Annual Katie Ride

KATIE RIDE

Saturday, April 13th
Amelia Island, FL

Team Captains Guide
&
Fundraising Tips

Presented By

MAYO
CLINIC



The startling truth is this...

- Nearly 120,000 adults and children are currently waiting for a life-saving organ transplant.
- Every 10 minutes, another person is added to this list.
- 95% of Americans believe in organ donation, but only 54% are registered organ donors. This is largely due to a lack of awareness.
- Some on the national transplant waiting list will wait as long as five years for their transplant.
- Every day, 22 people will die while waiting for a transplant.

This is where we come in...

Established in 1998, the Katie Caples Foundation is committed to increasing the number of registered organ donors and eliminating the wait for those in need of a life-saving organ transplant.

In 2005, the Katie Ride was created to raise funds and awareness about organ donation and the need for people to register to become an organ donor. We then established partnerships with UF Shands Health Transplant, LifeQuest Organ Recovery Services, Mayo Clinic, area DMVs and Tax Collectors' offices to help educate people about registering to become an organ donor. In 2015, we expanded our reach through educational programs on college campuses and a national awareness-raising campaign. In the fall of 2017 the Big Heart clubs began their expansion on regional university and high school campuses.

This is where you come in...

Proceeds from the Katie Ride, Katie Walk, Fun Run and Fun Tri underwrite the Katie Caples Foundation's organ donor education and awareness-raising programs.

Because 97% of all organ donor registration occurs at the DMV, we have focused our education and awareness programs on young people who will soon get their drivers' licenses.

Through our partnerships with LifeQuest and UF Health Shands Transplant, each year, we finance educational programs within regional high schools where we educate these new drivers about the impact of organ donation. We give young people the facts, so when they get their driver's license, they can make an informed and personal decision about registering to be an organ donor.

Since 2005, we have underwritten the staffing and marketing activities of one full-time educator, and in the fall of 2013, we added another part-time educator, allowing us to expand our reach into 30 north Florida counties. Our educators average about 125 presentations each school year, connecting with almost 20,000 high school students.

In 2015, we began development of an organ-donation curriculum targeted at college-aged students who will be renewing their drivers' licenses when they turn 21. That effort has resulted in the Big heart clubs. This segment of the population has enormous power to create change, and we know once they learn the cold hard facts about organ donation, they will follow Katie's example and say YES to organ donation!

You are responsible for this impressive reach, and you are the reason we are able to connect in such a profound way.

A bit about our programs and their impact...

In association with LifeQuest, the Katie Caples Foundation's organ donor education and awareness programs have provided service to high schools in North Florida Counties since 2006, with significant expansion during the 2012 – 2014 school years.

A sampling of this service area includes the following counties: Duval, Nassau, St. Johns and Clay. Reaching approximately 50,000 students in the four counties during the period between 2006 - 2015 Foundation educators have created the following impact:

- A 1,218% increase in the number of students reached (new drivers aged 15-18); from 670 in 2006 to 8,835 in 2015.
- A 381% increase in the number of students who registered to be an organ donor; from 3,946 in 2006 to 18,981 in 2015.
- A 118% higher rate of student organ donor registrations compared to neighboring Central Florida counties (Alachua, Marion and Citrus) during 2015.

The average Donor Designation Rate (DDR) in the Eastern County Region (which now includes the following counties: Duval, Nassau, St. Johns, Clay and the newly added Baker county) from March 2015 through February 2016 was 59%. This DDR is approximately 10% higher than the Florida state DDR and 9% higher than the national average DDR.

Most notably, Baker County's DDR rose steadily resulting in a 15% increase from 28% in 2013 to 43% by spring of 2016.

During the 2016 – 2017 academic year, the Foundation reached more than 9,500 people with these awareness presentations and campaigns, bringing the total reach of our educational programs to just over 160,000 individuals!

Your fundraising underwrites these educational and awareness-raising programs and initiatives.

YOU are creating a HUGE impact!

So, here's how we build on this awesome success...

1. Realize the Katie Ride isn't just a cycling event!

- It is a CELEBRATION of life and health and all the amazing, giving people who have made the commitment to organ donation.
- It's an opportunity to share these inspiring stories and create real change.

2. Make it Personal:

- Find your transplant story. One that inspires you, and SHARE IT!
- Use social media to share the transplant story that inspires you. You will be amazed by how many friends, relatives and colleagues know someone who has a transplant story, too.
- Visit www.katiecaples.org/news for videos and press which will connect you to amazing transplant stories from recipients, donor families and physicians.

- Share our educational video “Katie’s Story” (available on www.kateicaples.org). The more people identify with those who are impacted by the cause, the more they will join your efforts.

3. Build Your Team:

- The Katie Ride is an unmatched experience. Invite everyone you know to join your team. They don’t all have to be cyclists. They can do the Katie Walk or the Fun Run. You can even have team members who are volunteers. And don’t forget about the Fun Tri! It’s a great opportunity for those first time triathletes to experience a triathlon in a fun and supportive environment.

4. Fundraising:

- The most important thing you need to know about fundraising is that it’s easier than you think.
- You can connect with hundreds of people without much effort at all.
- The minimum for cycling events this year is \$100. That means, if 20 people give you \$5, then you have met your minimum!
- Share your Transplant Story and post your request for support on Facebook with a link to your fundraising page. Super easy and super fast!
- Share your Transplant Story and post your request for support on LinkedIn with a link to your fundraising page. Super easy and super fast!
- Share your Transplant Story via email to friends, family and colleagues. Add a link to your fundraising page. Super easy and super fast!
- The same is true in life and fundraising; if you aim high, you’ll miss low. If your fundraising minimum is \$100, tell yourself you’re aiming for \$250. If last year you raised \$500, set a target this year for \$750. If your team average last year was \$200, issue a challenge of \$250 per rider. If Mayo Clinic out fundraised your team last year, then throw down that gauntlet and issue a friendly challenge. Aim high, miss low!

5. How to Ask:

If asking for support is tough for you, then follow these tried and true steps...

- Memorize the following and deliver it with passion:

“I’m riding the Katie Ride this year on Saturday, April 21st. It’s an amazing and inspiring cycling event. Proceeds from the Katie Ride underwrite organ donor education programs which encourage organ donor registration. Did you know that nearly 120,000 adults and children are waiting for an organ transplant, and 22 people will die each day while waiting? That’s almost one every hour of every day. Isn’t that tragic? What’s worse is, even though 95% of Americans believe in organ donation, only 54% are actually registered!

At this point, your friend will say, “I’m an organ donor!”

To which you should reply, “That’s awesome, so you get it, and you get how important it is! So, the Katie Caples Foundation educates about organ donation and they are making a huge impact. The donor designation rate in the area the Foundation serves, exceeds the national average by 16%. It’s so inspiring. At the age of 17, Katie Caples registered to be an organ donor. She was a giving young girl who died tragically as the result of a car accident, but as an organ donor, she saved five lives. The young man who received her heart is a firefighter and now he’s saving lives! Isn’t that incredible? So, as you can see, I’m really passionate about this and I hope you’ll support my ride. My goal is to raise \$500 for the Katie Caples Foundation, so I am asking 50 people for \$10 each. Will you help me reach my goal?” At this point, stop talking so you can hear your friend say “YES!”.

- If you send an email, just make a few adjustments to the above:

Hey, there!

I'm riding the Katie Ride this year on Saturday, April 13th. It's an amazing and inspiring cycling event which benefits the [Katie Caples Foundation](#). Proceeds from the Katie Ride underwrite organ donor education programs which encourage organ donor registration. Did you know that nearly 120,000 adults and children are waiting for an organ transplant and 22 people will die each day while waiting? That's almost one every hour of every day. Isn't that tragic? What's worse is, even though 95% of Americans believe in organ donation, only 54% are actually registered!

Most of you (probably all of you) are registered organ donors, and that's awesome, so you get it, and you get how important it is!

The Katie Caples Foundation educates about organ donation and they are making a huge impact, the donor designation rate in the area the Foundation serves, exceeds the national average by 16%. It's so inspiring. At the age of 17, Katie Caples registered to be an organ donor. She was a giving young girl who died tragically as the result of a car accident, but as an organ donor, she saved five lives. The young man who received her heart is a firefighter and now he's saving lives! Isn't that incredible? If you want to learn more about Katie's amazing story, check out [this educational video](#) from the Katie Caples Foundation.

So, you can tell I'm really passionate about this and I hope you'll support my ride. My goal is to raise \$500 for the Katie Caples Foundation, so I am asking 50 people for \$10 each. Will you help me reach my goal? You can make a tax-deductible donation by credit card by accessing my fundraising page here: (Insert the link to your fundraising page here!) or send a check made payable to the **Katie Caples Foundation** at:

Katie Caples Foundation
910 S. 8th Street, Ste 101
Amelia Island, FL 32034

If you send a check, please be sure to include a note that you are supporting my fundraising campaign.

Thanks, so much, for your support, and thank you for making a difference.

Warmest,

Me

- If you are posting on Facebook or LinkedIn, you'll want to cut to the chase quickly:

"I'm riding in the Katie Ride and raising money for organ donor education! Please support me and this amazing organization to end the wait for the nearly 120,000 adults and children in need of a life-saving organ transplant! Donate \$5, \$10 or \$20 to my campaign, and be a part of this inspiring movement to save lives!

(Insert the link to your fundraising page here.)

- If you Tweet it, it needs to be brief.

“Forgo a latte and save a life! Give \$5 to my Katie Ride fundraising. #yessaveslives #organdonationsaves (Insert the link to your fundraising page here.)

6. If you need inspiration to help build your team, or with fundraising...

- Call us or email us anytime! We are here to help.

Katie Caples Foundation & the Katie Ride
(904) 491-0811
info@katiecaples.org

Bruce Reid
Captain o' Captains
(904) 982-6510
slowride36@gmail.com

7. Most importantly, know this...

You are making a huge difference in the lives of those who are waiting for an organ transplant. Your commitment is inspiring!

On behalf of the 120,000 adults and children on the national waiting list, we say...

Thank You!

