

# 2021 VIRTUAL

Miracle  
Walk<sup>SM</sup>



To Benefit the  
Saint Barnabas Medical Center  
Neonatal Intensive Care Unit



## Fundraising Guide

Saint Barnabas Medical Center | **RWJ**Barnabas HEALTH

# Dear Team Captains,

Thank you for you and your family's generous support of Miracle Walk, an annual walk-a-thon benefiting the Neonatal Intensive Care Unit (NICU) at Saint Barnabas Medical Center. Miracle Walk supports our state-of-the-art NICU in which the very best and most compassionate care is provided to more than 1,100 babies cared for annually. Miracle Walk has raised more than \$6.7 million dollars for the NICU over the past 20 years. You are an integral part of Miracle Walk, and we hope you are as excited as we are for this year's Walk!

Your commitment as Team Captain is the first step to ensuring the success of Miracle Walk. This kit is designed to provide you with the tools to make your team's experience fun, successful and rewarding. A Team Captain's role is to motivate and encourage others to join their team and promote Miracle Walk, whether it's with co-workers, friends, neighbors or family. The Team Captain kit will walk you through the steps of forming and recruiting your team, ramping up your fundraising efforts and enjoying your day at Miracle Walk.

We want to arm you with a few tools as well so you will find fundraising tips to share with your team members!

Take the first step today and read on!

From,  
The Miracle Walk Committee



# Support Miracle Walk in 4 simple steps!



## 1. Register!

Create your team today!



## 2. Recruit!

Invite Family and friends to join your team. They can be anywhere in the world!



## 3. Fundraise!

Set a team goal and start fundraising today! Use our tools to help you!



## 4. Walk!

Tune into Miraclewalk.com or our social platforms at 10AM to view our program and start walking!

# WWW.MIRACLEWALK.COM

For questions, contact Kate Lubinger at  
Katherine.Lubinger@RWJBH.org or 973-322-4305



# Registration

REGISTER NOW

DONATE TO THIS EVENT

## Register as a Team Captain

Go to [www.Miraclewalk.com](http://www.Miraclewalk.com)

- Click "Register Now"
- If you already have an account, login
- If you do not have an account, fill the form with your name, e-mail and password
- Click "Adult Walker"
- Click "Create a Team"
- "Click either "Friends and Family," "Corporate" or "Student"
- Write in your Team Name and Fundraising Goal (This can be anything you want!)
- Write in your fundraising Goal (This is your personal personal goal not your team goal)
- Select **your** T-Shirt Size
- Fill in the rest of the form with your information
  - Adding more participants -
- If you would like to register more people, click "Save & Add Another Participant"
- Enter payment and complete registration!

**You are now a team captain!**

## Ask others to join your team!

- Go to [www.miraclewalk.com](http://www.miraclewalk.com) and sign in
- In the Top left corner, click "Team Page"
- Scroll to the bottom, click "Get Page Link" - This is the link you can use to share your team page. Text or e-mail this link to your friends and family so they can donate to your team!
- You can also click the Facebook, Twitter or LinkedIn buttons to share on your social media

f SHARE

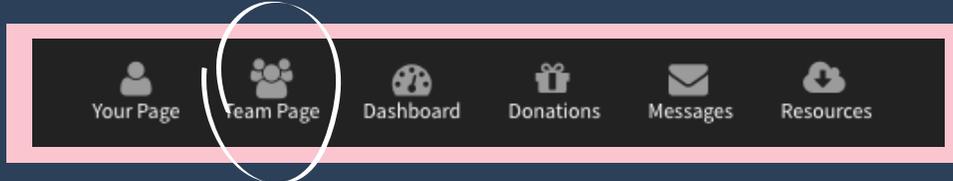
T TWEET

in SHARE

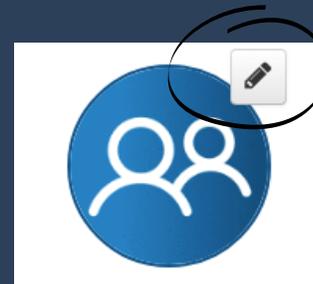
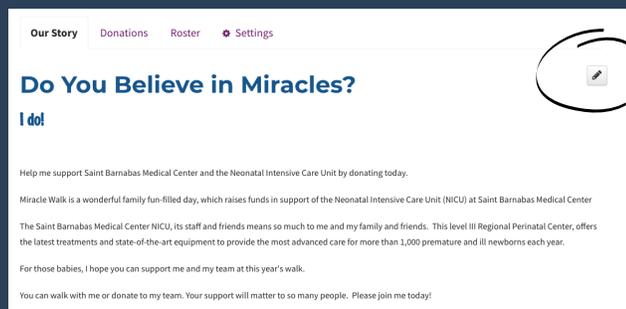
🔗 GET PAGE LINK

# Personalize your Team Page

Go to [www.miraclegwalk.com](http://www.miraclegwalk.com) and sign in  
Go to the top of the page and click on "Team Page"



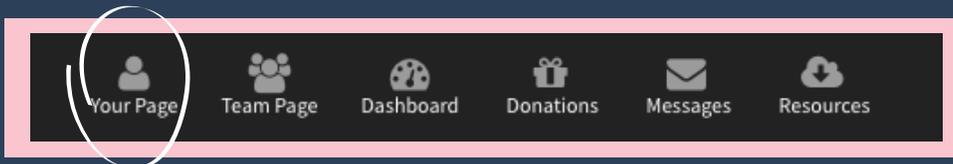
On this page, you can change your team photo and your team bio!  
Do this by clicking the pen in the corner of each.



If you need assistance, please contact Kate Lubinger at  
[Katherine.Lubinger@RWJBH.org](mailto:Katherine.Lubinger@RWJBH.org)

## Personalizing your own fundraising page

You will do the same thing as above but instead of clicking "Team Page," you will click "Your Page"



# Add a participant to your team

Go to [www.Miraclegwalk.com](http://www.Miraclegwalk.com)

Login to your account

You will see the image below

Click "Register another Participant"

Event Date: 10/11/2020 West Orange, NJ / Team: TEST Captain: You

Your Fundraising    **Your Team Fundraising**



### Give Yourself a Gift

Inspire others by making a donation toward your fundraising efforts!

**MAKE A DONATION**

#### Your Fundraising

- [View Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)

#### Ask Friends to Donate

[Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

#### Event Information

Citrix



# Fundraise



## Tip #1: Personalize your fundraising page!

Personalize your fundraising page and share your story!  
Add your miracle graduate's accomplishments and photos!

## Tip #2: Share & Ask!

Share your page on your Facebook, Instagram, Twitter, LinkedIn or all four!  
E-mail your team page to friends and family and invite them to walk!  
Anyone around the world can participate!

## Tip #3: Matching Donations!

Encourage your friends and family to check with their HR department to see if their company has a matching gift program!

### Matching Gifts Guide: Six Simple Steps! SBMC's Tax ID: 22-1494440





# Miracle Walk

## TALENT SHOW

In celebration of our Annual Miracle Walk, we want to spotlight our NICU graduates. Send us videos of your miracles in action for the chance to be included in the Miracle Walk Talent Show!

If your child has been practicing for a recital, concert, or play that was canceled, send us their video. If you have a recent NICU grad who took their first steps, spoke their first word, or crawled for the first time, send us their video. If your child has always wanted to have their own YouTube channel to show off their cooking, crafting or Lego building skills, send us their video. Is your child in a band or a cappella group? Send us their video!

Videos should be no longer than 60 seconds and sent to:

[Katherine.Lubinger@RWJBH.org](mailto:Katherine.Lubinger@RWJBH.org).



# Fun Fundraising Ideas!

# 1

Challenge your friends and family to 21 pushups or a 21 second handstand in honor of the 21st Miracle Walk! Each person who accepts the challenge must donate to your team and #MiracleWalk

# 2

Ask your friends and family for a donation in exchange for a poster drawn by your miracle! Posters and printables can be found on the Miracle Walk website. Have them hang it in the window or fridge to show their support for Miracle Walk!

# 3

Have a baking day and sell the baked goods to neighbors, friends and family! Arrange a drop off or a pickup. Be sure to take photos and #MiracleWalk!

# October 10th -Event Day!

There will be a short kickoff video at  
10 AM on  
October 10th.

More details will be posted to the  
website as the event gets closer.

October 10th  
Don't forget to wear your T-shirt  
and take photos!

Tag us on social media  
@saintbarnabasnj  
and  
#miraclegwalk



This toolkit, social media templates,  
printables, fundraising ideas,  
and more can be found on

[WWW.MIRACLEWALK.COM](http://WWW.MIRACLEWALK.COM)

**Thank you  
for supporting  
Miracle Walk.**

**Saint Barnabas** | **RWJBarnabas**  
**Medical Center** | **HEALTH**

I walk for...

#MiracleWalk

