



We are excited you have joined the 2023 Coast to Coast Challenge! Thank you for taking this step to support your local Children's Miracle Network Hospital.

We are providing you with some tools to help grow your team and celebrate your success in helping the kids!

- **Event Poster:** Spread the word about the Coast-to-Coast Challenge. Anyone can participate from anywhere!
- **Market Sponsor:** Recruit sponsors and 100% of the donated funds are allocated to your fundraising campaign.
- **Goal Tracker:** Set a goal, then crush it with the lightning bolt goal tracker. You can use the tracker for your team or to track your personal fundraising goal.

The information in this toolkit will help you reach your goal and soar to new heights with your CMNH fundraising. If you have any questions, you are always welcome to reach out to us at CMNH@Torch-Relay.org or via text message at 407 325 5037.

Event Dates: Thursday, October 5th – Thursday, November 2nd

2023 Fundraising: Fundraising continues through December 31, 2023

All registered participants will receive instructions on accessing the live broadcast. In addition, all participants who raise \$50 or more will receive a Torch Relay t-shirt and medal the week.

Thank you again for being a Torch Relay Hero and taking on the Coast-to-Coast Challenge. We truly appreciate you and what you do to help kids in your local community!



Introducing the Torch Relay fundraising app powered by Donor Drive

You can use the app to:

- Update your fundraising page directly from the app
- Display a personal QR code to ask for donations
- Send donation requests, thanks and follow-ups
- Track your individual or team fundraising progress
- Get updates about your fundraising journey
- Beginning October 5th, you can track your activity during the Coast-to-Coast Challenge, view details of your activity data, set an activity goal, add activity logs, or set up automatic fitness data sync from popular 3rd party apps including Apple Health, Google Fit, Fitbit, and Strava.

To download the app, scan this QR code from your phone and follow the instructions to download the app.



Once APP is downloaded enter the short code: **1479-100-545**

Once installed on your device you can log in with the same username and password you used to register for the event (the same credentials you use to access your personal fundraising page).



Tips and Suggestions for Fundraising

- **Set up your Torch Relay Fundraising Page**
 - Personalize your page, share a story, and add a photo. Donors enjoy hearing about why you are involved and your commitment to CMN Hospitals
- **Utilize the Fundraising Campaign Tools**
 - Create an email campaign to reach out to your friends, family, and co-workers for support
 - Create a Facebook fundraiser on your Torch Relay page
 - Use the power of social media to connect and reach out to others for support
- **Ask Donors to Sponsor Your Goal**
 - Set an aggressive goal and ask friends, family, and co-workers to donate once you accomplish your goal
- **Recruit Market Sponsors**
 - Solicit local businesses, vendors, and suppliers for a \$1,000 Market Sponsor donation
 - All Market Sponsors are recognized throughout the event on the Coast-to-Coast website
 - 100% of the Market Sponsor funds are counted toward your personal or team fundraising
 - Market Sponsors can be added after the event start and will be added to the Torch Relay app and website.
- **Solicit Auction Items**
 - An online auction will kick-off on Thursday, October 5th and continue through Thursday, November 2nd
 - 100% of the auction proceeds for all donated items will be counted toward your personal or team fundraising
 - Auction items can be submitted as late as October 30th as we will continue to add new items as they come in
 - Submit donation information to CMNH@torch-relay.org. We do not need the actual donation in-hand to add it to the auction

100% of all funds raised will be donated to your local CMN Hospital!

2023 Participant Incentives	Fundraiser \$50	Champion \$100	Hero \$500	Miracle Maker \$1,000	Silver Torchbearer \$5,000	Gold Torchbearer \$7,000	Platinum Torchbearer \$10,000
2023 Event T-shirt	X	X	X	X	X	X	X
2023 Medal	X	X	X	X	X	X	X
Torch Relay "For the Kids" Magnet		X	X	X	X	X	X
Torch Relay Hat		X	X	X	X	X	X
Mobile Phone Holder & Wallet			X	X	X	X	X
Torch Relay Stainless Steel Thermal Bottle				X	X	X	X
One Torchbearer Celebration Raffle Entry				X	N/A	N/A	N/A
Gift from a Miracle Child					X	X	X
Torchbearer Celebration Invitation for Two					X	N/A	N/A
Torchbearer Celebration Invitation for Two Inclusive of Transportation (up to \$400 per guest)						X	X
Torchbearer Celebration Accommodation Upgrade							X
Platinum Torchbearer Gift							X

2023 Torchbearer Celebration

**We are excited to announce the
2023 Torchbearer Celebration presented by VISA
February 23 - 26, 2024**



The Torch Relay for Children's Miracle Network Hospitals Contact Information



Website: www.torch-relay.org

Phone: 800 581 2203

Text: 407 325 5037

Email:

CMNH@torch-relay.org

Address:

PO Box 692589, Orlando, FL 32869

9002 San Marco Court, Orlando, FL 32819

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