





**Children's
Miracle Network
Hospitals**

Helping Local Kids



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As a network of 170 member hospitals, Children's Miracle Network Hospitals® are there when your child needs them most. Through our network of blue-chip corporate and media partners, award-winning fundraising programs and passion-filled communities, we've helped provide more than \$7 billion in donations, all to support the greatest needs of our hospitals across the United States and Canada.

From funding critical treatments or pediatric medical equipment, to ensuring that hospitals can provide charitable care to those in needs or specialized services not covered by insurance, we invite you to join us. Help us ensure that every child has the access to the very best medical care in their children's hospital.



Our hospitals treat 10 million kids each year



**Children's
Miracle Network
Hospitals®**

62 Children enter a
CMN Hospital every
minute



1 in 10 Children in North
America are treated by a
CMN Hospital each year

32 million patient visits
are provided **for** 10
million kids every year
by CMN Hospitals

EVERY DAY CMN HOSPITALS TREAT:

16,200
Kids with
Trauma

935 Kids
with
Diabetes

2.128 Kids
with Cancer

2,329 Kids
for Surgeries

925 Babies
in NICU

More than 10 million kids enter a children's hospital across North America every year.

<https://www.youtube.com/watch?v=rN1DHYC16gw>





FAST FACTS ABOUT CMN HOSPITALS

Funds Stay Local

Every dollar raised benefits the Children's Miracle Network Hospital in your community.

Donations Have Impact

Donations are all unrestricted and can support life-saving equipment, research, charitable care or programs like child life, classrooms, pet therapy and more.

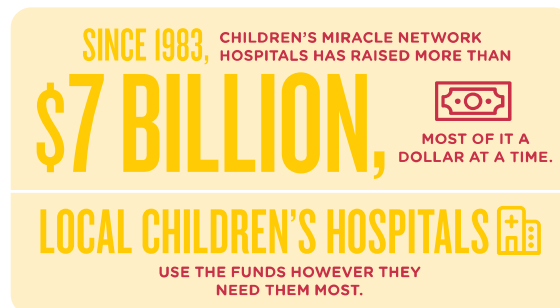
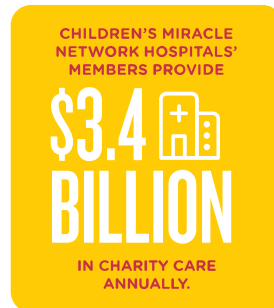
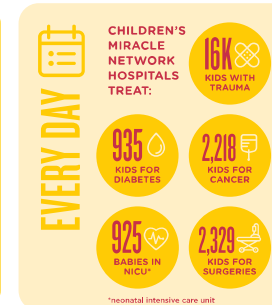
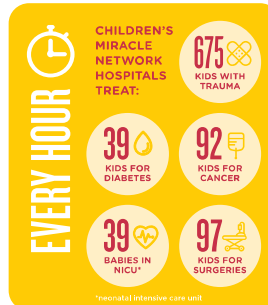
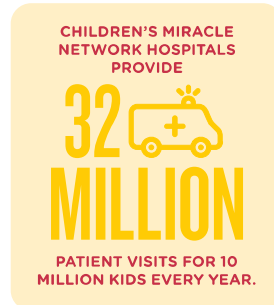
10 Million Kids Treated

Each year, our Children's Miracle Network Hospitals will treat 10 million kids through 32 million patient visits.

Every Person Counts

The power to help kids in your community rests in you asking each and every customer, participant and donor to join us.

Why do we need your support?





No matter where you are, the doors of our 170 children's hospitals are there to welcome you in times of need.





Our Proud Sponsors

MARRIOTT
BONVOY[™]



MARRIOTT
VACATIONS
WORLDWIDESM

VISA

The Coast to Coast Challenge



- 30-day designated event period
- An online community event to support your local CMN Hospital
- Participate alone, with your family, or as a team
- Fundraising continues through December 31st
- No registration fee or minimum fundraising amount to participate.
- Participants who raise a minimum of \$50 will receive a t-shirt and medal.

2022 Coast to Coast Challenge: Overview



- Several remote live feeds will be hosted throughout the 30-day event to introduce the hospitals, recognize participants, hear from miracle children, and create a sense of community around a shared goal.
- Featured promotional hours will be part of the live feeds that will focus on sponsors as well as opportunities for participants to win prizes and match fundraising.

2022 Coast to Coast Challenge: Getting Started



- Register online at www.torch-relay.org
- Decide if you want to participate as an individual, join a team, or start a new team
- Join the Coast-to-Coast Challenge app
- Connect your mobile device, Apple Watch, or similar tracker and watch the total event miles add up as the event “travels” coast to coast
- Post your photos online and on social media
- You can also manually add miles on the app at any time throughout the 30-day event

2022 Coast to Coast Challenge: Fundraising



- Participants can elect to raise funds based on miles completed or through traditional fundraising
- An online auction will continue throughout the Challenge. All proceeds from the items donated to the online auction will be included in the participant or team fundraising total
- All participant funds will remain in the community and support the local CMN Hospital
- Fundraising will be tracked by CMN partner (i.e., Marriott Hotel, CDW, ReMax, etc.)

Participant Incentives

2022 Participant Incentives	Fundraiser \$50	Champion \$500	Hero \$1,000	Silver Torchbearer \$5,000	Gold Torchbearer \$7,000	Platinum Torchbearer \$10,000
2022 Event T-shirt	X	X	X	X	X	X
2022 Medal	X	X	X	X	X	X
Torch Relay Car Magnet	X	X	X	X	X	X
Torch Relay Hat		X	X	X	X	X
Torch Relay Water 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					X	X
Gold Torchbearer Gift					X	X
Torchbearer Celebration Accommodation Upgrade						X
Platinum Torchbearer Gift						X

2022 Coast to Coast Challenge: Additional Details



- Collective event miles will be tracked visually via a virtual journey map across the US.
- The closing program will include a compilation video of all participants who uploaded their photos and videos throughout the event.
- Participants will receive a fundraising and participation toolkit.



Torch Relay by the Numbers

- 22nd Year
- 48 hospitals supported
- More than 70,000 participants
- Traveled over 100,000 miles
- Average 97% overall satisfaction
- 94% Intent to Return
- Over \$17 Million Raised for CMNH



2023 Torch Relay by the Numbers

- 22nd Year
- 15 In-Person Events
- First Event: Los Angeles/April 29th
- Last Event: Orlando/November 11th
- Coast-to-Coast Challenge Virtual Experience continues
- \$17 Million Raised for CMNH





2023 Registration Fee

- \$20.00 for all participants ages 6 and older
- No registration fee for ages 5 and younger
- Registration at the event is \$40
- All participants receive a medal and a t-shirt



Participant Recognition

Fundraiser (\$50 - \$499)

- Event Medal and T-Shirt

Champion (\$500 - \$999)

- Event Medal and T-Shirt
- Recognition on the Torch Relay Website
- Exclusive Champion Fundraiser Car Magnet
- Torch Relay Water Bottle

Hero (\$1000 - \$4,999)

- Event Medal and T-Shirt
- Recognition on the Torch Relay Website
- Exclusive Hero Fundraiser Car Magnet
- Torch Relay Hat
- Exclusive gift from a Miracle Child
- One Entry to Win a Trip to the Torchbearer Celebration

The Torch Relay for CMN Hospitals

Role of the Local Team

- Select the venue and date
- Recruit participants
- Recruit local volunteers
- Promote the event in the local market
- Procure event food and beverage
- Make it your own with local entertainment, etc.
- Recruit Market and Mile Sponsors – starting at \$1,000 each

The Torch Relay for CMN Hospitals

Role of the National Torch Relay Team

- Insurance/permits
- Website
- Sponsor recognition
- Participant registration and reporting
- Tracking participant and team fundraising
- Day of event logistics
- Day of event registration
- Volunteer training
- T-shirts, medals and participant incentives

Internship Responsibilities

- Register and review current communication touch points
- Website audit
- Create a marketing / communication plan
- Create and implement a social media strategy
- Procure auction items
- Communicate with participants – outreach
- Event engagement ideas and event experience
- Participant engagement
- Revise the participant tool-kit
- T-shirt / medal design

Internship Responsibilities

- Benchmark other organizations and events
- Plan, prepare and execute a Gainesville/UF Torch Relay event
- Participate in live events based on interest (primarily in the fall)
- Sponsorship

Messaging for The Torch Relay

What is Torch Relay?

Crossing the country each year, The Torch Relay for Children's Miracle Network Hospitals is a multiday, multi-city, series of walk/run events, which raises funds and awareness for Children's Miracle Network Hospitals. Led by the Torch of Hope and Healing, thousands of participants across America join together in their local communities to raise funds to help provide life-saving medical care. Since its beginning, The Torch Relay has raised over \$17 million dollars for Children's Miracle Network Hospitals and has helped spread hope and healing to millions of children.

What is the relationship between the Torch and the walk?

The Torch of Hope and Healing connects each segment of The Torch Relay, spreading the need to raise funds for the local Children's Miracle Network Hospitals. It joins the events together and helps us spread the word about children's hospitals and the millions of children treated there each year.

Messaging for The Torch Relay (continued)

What is the connection to Children's Miracle Network Hospitals?

Funds raised by The Torch Relay benefit the Children's Miracle Network Hospital in those communities, which, in turn, use the money where it's needed most. When a donation is given to Torch participants and Torch Relay, it stays in the community, helping local kids. These donations have gone to support research and training, purchase equipment and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible.

Key Words: Cross country, hope and healing, need for funds, helping kids in your community, FOR THE KIDS

Communication Guideposts

Consistent and
clear
communication

Define a unique
experience

Focus on
fundraising

Include creative
ways to provide
sponsor value

Create a sense of
community

Embrace
opportunities for
teams to
participate

Utilize the power
of social media
and technology

Featured
promotional
events and
challenges

COMMUNITY MANAGEMENT

REVIEW, REPLY, REPOST

CREATE ENGAGING OPPORTUNITIES

EXTEND THE COMMUNITY VIRTUALLY



CONTENT CALENDARS

**PLAN AHEAD, BE CONSISTENT
GREAT FOR DELEGATION**

ELEMENTS: SCHEDULE, IMAGE, COPY

Week 1											
Channel	Day	Status	Date	Time (GMT)	Post Topic/Type	Copy	Visual Type	Visual (Drive Link)	Link to Assets	Link to	
Instagram	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif		N/A	https://www.instagram.com/p/C1...	
LinkedIn	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.com/file/d/1...	N/A	https://www.linkedin.com/feed/update/urn:li:activity:6951234567890123456	
Twitter	Sunday	Published	1/1/2023	8:00 AM	Event (Greeting)	Happy New Year, Journal Buddies! 🎉	Single Gif	https://drive.google.com/file/d/1...	N/A	https://twitter.com/journalbuddies/status/1695123456789012345	
Facebook	Monday	Scheduled	1/2/2023	9:00 AM	Product Update/Announcement	We promised you a great new year—so, as promised. here's our new	Single Still Image		https://www.journalbuddies.com/shop/neon-foam		
Instagram	Monday	Scheduled	1/2/2023	12:00 PM	Product Update/Announcement	We promised you a great new year—so, as promised. here's our new	Single Still Image	https://drive.google.com/file/d/1...	https://www.journalbuddies.com/shop/neon-foam		
TikTok	Wednesday	In Progress	1/4/2023	12:00 PM	Employee Testimonial	Journaling for 2023 📅 #fyp #foryou	Video	https://drive.google.com/file/d/1...	N/A		
Twitter	Wednesday	In Progress	1/4/2023	3:00 PM	Research	We found that 99% of people who write down their new year resolutions Welcome to #FridayTips!	None (Text Only)	N/A	https://www.journalbuddies.com/blog/new-year-resolutions		
							Single Still				

Calendar

Today

< >

April 2023

Month

UF UNIVERSITY OF FLORIDA

J

Create

April 2023

S M T W T F S

26 27 28 29 30 31 1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23 24 25 26 27 28 29

30 1 2 3 4 5 6

Meet with...

Search for people

Time Insights

APR 1 – 30, 2023

0 hr in meetings

More insights

My calendars

☒ Jordan Kocarek

☐ Birthdays

☐ Tasks

Other calendars

☐ Holidays in United States

☐ Push Up

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	Apr 1
	IG: Zen Garden					FB Post: March Flower Ev IG Post: March Flower Ev
2	3				7	8
	IG Story: What Brings YO				FB: Wellness with Friend: IG: Wellness with Friends	IG Story: Picnic Essential
9	10				14	15
	FB: National Hug Your Do IG: National Hug Your Do				FB: Magnolia Trees Bloon IG: Magnolia Trees Bloon	
16	17	18	19	20	21	22
IG Story: Sunday Cleanin			FB: Fresh Air/Person Run IG: Fresh Air/Person Run	IG Story: Book Poll		FB Post: Earth Day IG Post: Earth Day
23	24	25	26	27	28	29
FB Post: World Book Day IG Post: World Book Day	IG Story: What Kind of Pe		FB: Summer Gym Grind IG: Summer Gym Grind	IG Story: Summer Plans f		FB: National Bubble Tea I IG: National Bubble Tea F
30	May 1	2	3	4	5	6
FB: National Bubble Tea I IG: National Bubble Tea F			FB: Graduation IG: Graduation	IG Story: Your Best Outdc	FB: Cinco de Mayo Margl IG: Cinco de Mayo Margh	

IG: Zen Garden

Monday, March 27

Take meeting notes

Start a new document to capture notes

Caption: Looking to combat the stressors of yet another busy Monday? Zen Garden is a stellar spot to release some tension.

DSC06631.jpg



2021 INTERN REFLECTIONS

- **EXPAND MARKET INTO THE MIDWEST**
- **FIND OPPORTUNITIES FOR EXTERNAL PR TO ATTRACT NEW PARTICIPANTS**
- **INCREASE SOCIAL MEDIA PRESENCE**
- **EXTEND TORCHBEARER COMMUNITY TO ALL PARTICIPANTS VIRTUALLY**

50 STATES GOAL TRIVIA CMN "UNTOLD" PODCAST
HASHTAGS PAID MEDIA USER GENERATED CONTENT
EVENT MARKET PRESS RELEASES GIVEAWAYS
RECRUIT YOUR FRIENDS INFLUENCER MARKETING
CONNECT WITH LOCAL NEWSROOMS SHIRT DAYS
CONTESTS MIRACLE CHILD ART AUCTION
"FLAT MILES" UNIVERSITY ORGANIZATIONS
POWER HOURS FACEBOOK COVER PHOTOS
ADDITIONAL MERCH MIRACLE CHILD TIK TOK
CHALLENGES FACEBOOK FUNDRAISERS DANCE TREND
KICKOFF PROMOTIONS INSTAGRAM PROMOTIONS
"MIRACLE MEMORIES" TESTIMONIALS



THANKS!

LET'S STAY IN TOUCH!



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FOR THE KIDS

