



BENEFITING KIDS CENTER
FOR PEDIATRIC THERAPIES

Saturday, September 20, 2025
Louisville Waterfront Park

TEAM CAPTAIN PACKET



About Kids Center

For over 65 years, Kids Center has empowered children with physical, behavioral, and intellectual challenges through essential therapies, regardless of their family's ability to pay. Funds raised through Walk & Roll directly support these vital services.



2025 Theme: Walk & Roll Like a Hero

This year's theme is all about superheroes—so grab your cape and rally your team to dress up and show out!

About Walk & Roll

Walk & Roll is Kids Center's annual community celebration and fundraiser, bringing together families, friends, and supporters to honor the incredible progress of the children we serve. Held at Waterfront Park, the event features a scenic one-mile walk or roll along the riverfront, followed by a lively celebration with games, food, music, and activities for all ages.



As a Team Captain, You Make a Difference

Thank you for leading the charge in the 2025 Walk & Roll!

Your role is key in organizing, motivating, and inspiring your team to raise funds for Kids Center. This guide will help you build your team, reach your goals, and have fun!

Getting Started

#1

Register Your Team

Visit www.kidscenterky.org/walk-roll and create your team and customize your page with a photo and message.

#2

Set a Fundraising Goal

Set a team goal and encourage members to set their own personal fundraising targets.

#3

Recruit Team Members

Invite family, friends, coworkers, and others. Share your team page link and ask for donations.



Fundraising Tips



Ask Early & Often

Ask everyone you know! Personalize your message and make it easy to donate.

Share your personal connection to the cause and set specific donation amounts.



Use Online Tools

Online donations are typically larger. Share your fundraising page link in emails and on social media.



Creative Fundraising Ideas

Corporate matching gifts

Garage sales

Bake sales

T-shirt sales

Business partnerships
for donations

Event fundraisers

Ways to Engage & Motivate Your Team



Create Excitement

Send weekly updates to keep your team motivated and recognize top fundraisers.



Support Team Members

Offer ideas and encouragement to help everyone reach their goals.



Celebrate Success

Recognize every contribution and thank your team for their support!



Post-Event Follow-Up



Thank Your Team

Send a thank-you note to each member with a team photo and recap of your success.



Share the Impact

Highlight the difference your team made in supporting children at Kids Center.

Team Captain Checklist

- ☐ **Register** team and set your fundraising goal.
- ☐ **Recruit** family, friends, coworkers, and others.
- ☐ **Fundraise** with creative ideas and ask for specific donation amounts.
- ☐ **Keep in touch** with your team for motivation and updates.
- ☐ **Celebrate** your team's efforts and success post-event!

Thank you for being a Team Captain! Your leadership is helping children at Kids Center reach their full potential.

For questions, contact Rachel Seider at rseider@kidscenterky.org.