



♡  
*Sophie & madigan's*  
PLAYGROUND

# Team SAMP

Running for Sophie and Madigan

Fundraising Guide

2022-2023





## Welcome to Team SAMP!

Welcome!! And thank you so much for choosing to support **Sophie and Madigan's Playground**.

Your participation will provide vital funds that enable us to build a memorial playground and provide opportunities for children and their families to play, learn, and create memories in honor of our daughters Sophie and Madigan Lillard.

We hope that you are as excited as we are to be a part of the upcoming race weekend, and we are truly honored that you have chosen to be a part of Team SAMP for this year's event.

Inside this guide you will find information we compiled to help you learn about Sophie and Madigan's Playground and provide a few fundraising ideas to help get you started.

Please feel free to reach out to us with any questions you may have. We are here to help you as you help us fulfill Sophie and Madigan's Playground's mission.

Thank you again and welcome to the SAMP family!

Best wishes and happy running,

- Jack and Chrissi

Jack Lillard  
Co-Founder  
Sophie and Madigan's Dad

Chrissi Lillard  
Co-Founder  
Sophie and Madigan's Mom





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## Getting Started: A Quick Guide



*The unselfish effort to bring cheer to others will be the beginning of a happier life for ourselves. – Helen Keller*

**Step 1: Familiarize yourself with Sophie and Madigan's Playground**



**Step 2: Set up and personalize your online fundraising page**



**Step 3: Plan your fundraising strategy**



**Step 4: Let people know about your fundraising campaign and promote your fundraising events**



**Step 5: Thank your donors**

# About Sophie and Madigan's Playground

## Why Sophie and Madigan's Playground's was created

On January 31, 2013, the Lillard family of Myersville, Maryland was struck by tragedy when a fire tore through their family home and claimed the lives of 6-year-old Sophie and 3-year-old Madigan. After the tragedy, the Lillards found that this unimaginable loss was made even more difficult because they were left with no physical reminders of Sophie and Madigan; they only had the memories that their family had created together. The memories of days at the playground, family trips to Disney World, and time spent just enjoying being together as a family.

This led them to face the harsh reality of how important memories are, especially those precious memories that a family creates together. At the same time, the Lillards were touched by the kindness and compassion of the community that surrounded them during this time of tragedy.

Recognizing the importance of memories and community, the Lillards created Sophie and Madigan's Playground in June 2013 as a way to honor the lives of Sophie and Madigan by providing opportunities for children and their families to PLAY, LEARN, and CREATE lifelong memories together.

At the end of the day all that matters is love and memories so make sure you give it and make sure you make them.

-TRENT SHELTON



SOMETIMES YOU WILL NEVER KNOW THE VALUE  
OF A MOMENT, UNTIL IT BECOMES A MEMORY.

-DR. SEUSS





## Meet Sophie and Madigan

### Sophie Paige



Our sweet, shy Sophie was just 6 and a half years old. She was born on May 15, 2006, at just 34 weeks. She weighed 5lbs 14oz. In the beginning, she struggled with breathing, eating, and maintaining her temperature. We were so scared, but Sophie showed us how strong she was after we finally got to hold her for the first time, and she came home after 15 days in the NICU.

She was a gentle, goofy soul who gave of herself freely and selflessly. She delighted in making others laugh and be happy. Sophie adored nature...especially birds, butterflies, ladybugs, and flowers. She loved to pick and arrange flowers all spring and into the summer. She would give these arrangements to friends and family for birthdays and sometimes just because.

Sophie loved dressing up. It was a rare sight to not see Sophie wearing a brightly colored dress. And Sophie never passed up a chance to open up a make-up case and give herself a makeover. Sophie also loved drawing and painting and making bead necklaces for herself and her sisters. Sophie loved school, and she was finally learning to read. Her favorite subject was Spanish.

**Sophie was a ray of sun on a rainy day.**

### Madigan Grace



Our tenacious snuggle bug Madigan had just turned 3. She was born on November 26, 2009, at just 31 weeks. Madigan came out screaming at just 4 lbs. 2 oz. She only had to grow to come home with us just 14 days later.

Madigan was such a carefree and happy girl with a kind and funny soul. You could always find Madigan climbing... and once at the top, singing her favorite princess songs at the top of her little lungs. She loved to dress up in her favorite Disney princess crowns and dresses, but that never stopped her from playing hard and getting messy. And having two older sisters had taught her an unmistakable toughness.

After dropping our big girls off at school, we would frequently have to wait hours for Madigan to be ready to go because she always wanted to wait for them there. She adored her sisters... she would sit, sing, and snuggle with her little sister Sadie for long stretches. She would even try to feed 'her baby' if she started to cry. She gave the world's best snuggles and loved to be in the baby carrier or in mommy's shirt.

**Madigan could make us all laugh on our worst days and helped remind us to live life to the fullest each day.**

## Sophie and Madigan's Playground Mission Statement



### *Our Mission*

To honor the lives of Sophie and Madigan Lillard by building a memorial playground and providing opportunities for children and their families to play, learn, and create lifelong memories together, and in ways that reflect the beautiful personalities and spirits of these two sisters.

Sophie and Madigan's Playground is a 501(c)(3) charitable organization created in June 2013 to honor the lives of Sophie and Madigan Lillard by providing opportunities for children and their families to play, learn, and create lifelong memories together, and in ways that reflect the beautiful personalities and spirits of these two sisters.

Our organization is based in Frederick, Maryland and run entirely by volunteers.

As an organization our goal is to develop and offer opportunities and programs for children and their families to **PLAY, LEARN, and CREATE** memories.

This is accomplished through our **Park project** and our **Play, Learn, and Create programs**.

# Sophie and Madigan Lillard Memorial Playground

## A whole new way to play is coming to Frederick, MD!

Our main project is the Sophie and Madigan Lillard Memorial Playground. This memorial playground is being built within the Westside Regional Park in Frederick, Maryland and is part of the City of Frederick Parks and Recreation Department. The playground is open to the public at no charge.

When designing Sophie and Madigan's Playground we tried to create a destination playground that is unlike any other. The playground will feature three separate and distinct play areas, each with its only unique and elaborate theming.

### The whimsy of the Sophie and Madigan Lillard Memorial Playground

At Sophie and Madigan's Playground it's all about the details...from the creative castle and pumpkin carriage of Fantasy Land, to the magical tea party and flamingo slide of Wonder Land, to the adventurous Lost Boys Tree House in Never Land.

Each detail has been lovingly designed by the Lillard family, and each item handpicked to make sure the playground reflects Sophie and Madigan's likes and personalities, and to maximize the wonder each child will feel when they come to the playground.

*In the years that have passed since Sophie and Madigan were taken from our lives on January 31, 2013, we have spent countless hours trying to envision the ways we could achieve three main goals:*

- 1 – Create a destination playground where kids and families in our community could go to create memories.*
- 2 – Create a space that encourages inclusion, where kids of all abilities would have the opportunity to play together.*
- 3 – Create a space that would reflect Sophie and Madigan's personalities and interests and be a place where their memories could live on.*

- Jack and Chrissi Lillard



### Kindness matters!

The real "magic" of the Sophie & Madigan Lillard Memorial Playground is inspired by the incredible kindness that Sophie and Madigan shared with those they met in their short lives. The girls never left anyone out and always went out of their way to make sure everyone felt included. So, we are focused on creating a fun and welcoming place for visitors of all ages, all sizes, and all abilities.

We strive to meet the unique play needs of everyone in the community. While an estimated 20% of our nation's individuals are living with a disability, only 10% of them use a mobility device. That means that the other 90% are living with autism, sensory challenges, cognitive and developmental issues, and complications that arise from aging. They play differently! We strive to have a safe place for everybody to play together!

### Kindness Matters





### The Lands at Sophie and Madigan’s Playground

The playground’s design includes three uniquely themed play areas that are being built in phases.

#### Entrance Area

Visitors to Sophie and Madigan’s Playground are greeted by the one-of-a-kind person powered carousel.



#### Phase 1: Fantasy Land

Enter a land of **Fantasy** and explore the Creative Castle to find hidden slides, climbers, and bridges.

If you’re feeling adventurous hop on the Sunny Kingdom Spinner or see if you can be King of the Mountain.

When you need a quiet place to rest, stop by the Peaceful Pumpkin Patch and climb aboard the Pumpkin Carriage.

And don’t forget to go Somewhere Over the Rainbow on one of the fully accessible swing seats, swing with me seats, nest swings, or traditional belt swings.



**Phase 1 is fully funded and opened on April 20, 2021!!**



## Phase 2: Wonder Land

A land of **Wonder** awaits. Climb to the top of the Cheshire Cat sky tower or crawl your way through the rabbit hole web.

Take a spin on one of the teacup spinners, including a fully accessible spinner.

Find your way through the Card Soldier maze. And if you like games, visit the croquet area featuring kid size croquet hoops and the Flamingo Slide.

And keep your eyes and ears open to see what sounds come from the musical flowers and what shapes will appear from the person powered Light and Shadow Play Shade.



**We are currently fundraising for Phase 2.**

The planned Phase 2 opening date is November 2022.

## Phase 3: Never Land

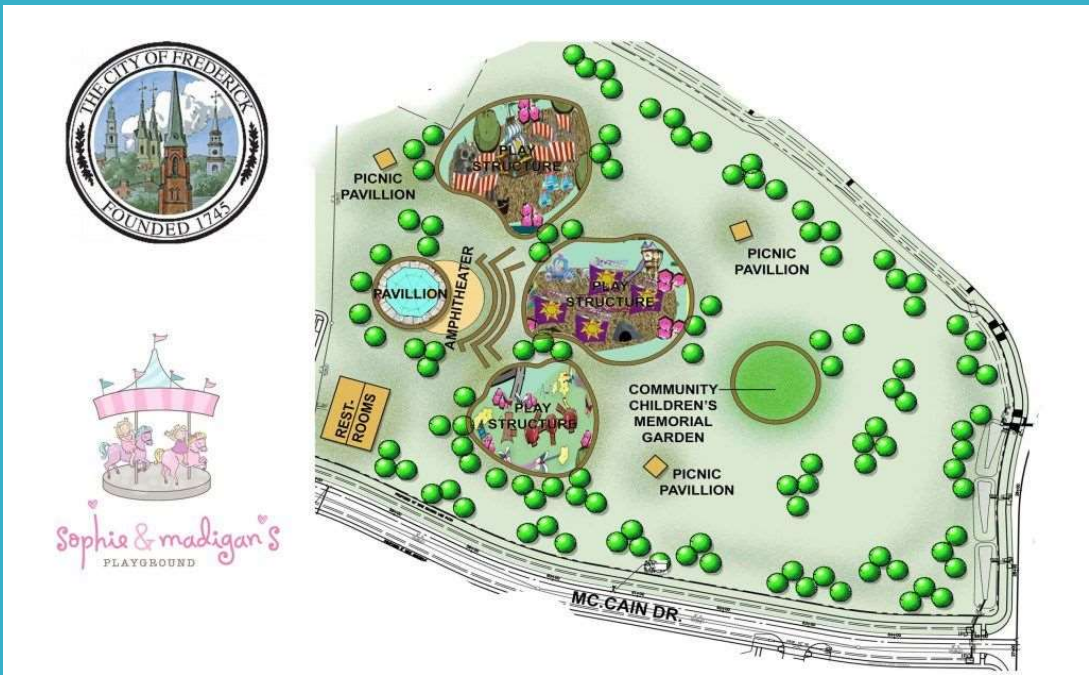
A journey into **Never Land** will be coming soon. We recently started the design process for Phase 3.

**We will begin fundraising for Phase 3 after Phase 2 is fully funded.**



## The Big Picture

Once all three phases are complete, the playground will have three distinct and uniquely themed areas that form an arch around a large open space suitable for play and events.



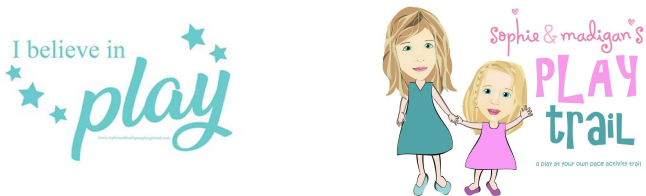


PLAY, LEARN, and CREATE Programs

PLAY Programs

Our PLAY programs give kids and their families the chance to step outside of their daily routine to purposefully play and make memories together.

Examples of this program include Kidstock, Celebrate PLAY, and the Sophie and Madigan PLAY Trail.



LEARN Programs

Our LEARN programs teach kids and their families the importance of giving back to their community in big and small ways!

We encourage kids to figure out ways to help their community in a way that allows them to take personal responsibility at our weekly SAMP Kids Club.

CREATE Programs

Our CREATE programs focus on given children and their families the opportunities to create once in a lifetime experiences together.

Examples include no cost converts by the Imagination Movers and Laurie Berkner for patients at Children's National Medical Center.

The programs have a special focus on helping those who have experienced loss.





## What is Team SAMP?

Team SAMP is a group fundraising program that is part of Sophie and Madigan's Playground. Members of Team SAMP participate in various running events to fundraise on behalf of Sophie and Madigan's Playground and honor Sophie and Madigan.

Since 2014, runners from 47 states have joined Team SAMP to raise funds to provide opportunities for children and their families to play, learn, and create memories.



Sophie & madigan's  
PLAYGROUND

TEAM SAMP  
RUNNING FOR SOPHIE AND MADIGAN

## Contact and Other Information

### Mailing Address

Sophie and Madigan's Playground  
P.O. Box 1628  
Frederick, MD 21702

### Phone

(240) 415-8875

### Email Address

General inquiries: [info@sophieandmadigansplayground.org](mailto:info@sophieandmadigansplayground.org)

Disney Wine & Dine Half Marathon Weekend: [wineanddine@sophieandmadigansplayground.org](mailto:wineanddine@sophieandmadigansplayground.org)

Walt Disney World Marathon Weekend: [info@sophieandmadigansplayground.org](mailto:info@sophieandmadigansplayground.org)

Disney Princess Half Marathon Weekend: [princess@sophieandmadigansplayground.org](mailto:princess@sophieandmadigansplayground.org)

### Website

[www.sophieandmadigansplayground.com](http://www.sophieandmadigansplayground.com)

### Social Media

Facebook: [www.facebook.com/Sophieandmadigansplayground](https://www.facebook.com/Sophieandmadigansplayground)

Instagram: [www.instagram.com/sophie and madigans playground](https://www.instagram.com/sophie_and_madigans_playground)

Twitter: <https://twitter.com/sophnmaggieplay>

### Tax ID Number / Employer Identification Number

46-2982953

# Your Online Fundraising Page

## Setting up your fundraising page

To assist you in your fundraising efforts, we provide you with an online personal fundraising page to collect donations online and view your donation collection status. Your fundraising page is automatically created when you register as a member of Team SAMP.

You can access your page at: [www.sophieandmadigansplayground.org/runner\\_login.php](http://www.sophieandmadigansplayground.org/runner_login.php)

To log in to your fundraising page, you will need the username and password that you created during registration. You can have your password reset or User ID emailed to you by using the links at:

[www.sophieandmadigansplayground.org/runner\\_login.php](http://www.sophieandmadigansplayground.org/runner_login.php)

## Customize your fundraising page

The best way to start your fundraising campaign is by personalizing your fundraising page. A couple ways to make your fundraising page more personal:

### Choose Your Photo

Upload your own photo or choose to use the Sophie and Madigan’s Playground logo.

The ideal uploaded photo size is 300x300, and photos may not be larger than 1MB.

### Add Your Personal Story

Customize your message to encourage supporters to donate.

Consider updating your information when you have new information about your training, fundraising progress, or fundraising events.

When writing your message, consider including information about: the event you are participating in, why you are participating in this event, and why running for Sophie and Madigan’s Playground is important to you.

### Set Your Fundraising Goal

Be ambitious. Set a goal that motivates you and your donors.

Tell all potential supporters your fundraising goal.

We encourage you to set a fundraising goal over the minimum amount.

If you reach your goal, you can always raise it again.

To edit your fundraising page, log in to your fundraising page and select the “Edit Profile” button. Here you can make changes to your password, fundraising goal, message to donors, and photo.

## Create or Join a Team

In addition to having your own personal fundraising page, you can fundraise with other members of Team SAMP by creating or joining a fundraising team.

### Create a Team

**Step 1:** Log in to your fundraising page

**Step 2:** Select Create/Join Team

**Step 3:** Click the Create Team button

**Step 4:** Enter team information, including team name, team fundraising goal, and team message

### Join a Team

**Step 1:** Log in to your fundraising page

**Step 2:** Select Create/Join Team

**Step 3:** Select an existing team from the drop-down menu and click the Join Team button

## Adding donations to your fundraising page

You can use your fundraising page to track online and offline donations made by your supporters.

**Online donations:** Your friends and family can make a secured online donation directly through the Sophie and Madigan's Playground website that counts directly toward your fundraising total. Send your friends and family the link to your personalized fundraising page. You can access your fundraising page link by logging into your fundraising page.

Your supporters can also make donations by going to the Sophie and Madigan's Playground website, selecting the "Sponsor a Runner" menu item, selecting the event you are participating in, and entering your name in the "Search by runner's last name" window.

**Facebook donations:** We encourage the use of Facebook fundraisers as part of your fundraising efforts. Donations made through any Facebook fundraisers will not appear automatically on your fundraising page on the Sophie and Madigan's Playground website. Please take the time to enter any donations made via Facebook onto your personal fundraising page. You do not need to enter the donations individually and can choose to enter the total at the end of the Facebook fundraiser, or periodically while the fundraiser is ongoing.

**Offline donations:** Offline donations include any donation that is not made directly to your fundraising page. Offline donations will not appear automatically on your fundraising page, so please take the time to enter any offline donations you receive by logging into your fundraising page, selecting the "Add Sponsor" button, and entering the donation information. Please make sure you enter your donor's information as accurately as possible and try and provide as much detail as possible (Name, Address, Email).

Supporters can also send a check directly to Sophie and Madigan's Playground. Make all checks payable to "Sophie and Madigan's Playground" and mail to:

Sophie and Madigan's Playground  
P.O. Box 1628  
Frederick, MD 21702

If you receive a check, please mail the check to Sophie and Madigan's Playground at the address above. If a donor makes a check to you, please endorse the check with your signature and "Payable to Sophie and Madigan's Playground" and mail the check to Sophie and Madigan's Playground.

**Cash donations:** For the security of cash donations, we urge you not to mail in cash donations. Due to potential tax implications that you may encounter, we suggest that you not deposit the cash to your own account and write a check for that amount. For any cash donation you receive, we suggest that you convert the cash to a cashier's check or money order. Please make sure you enter the donation amount and your donor's information as accurately as possible on your fundraising page.

## Viewing donation information and your fundraising page link

In addition to viewing a list of the people that have You can use your fundraising page to track online and offline donations made by your supporters.

**Online donations:** Send your friends and family the link to your personalized fundraising page so that they can make an online donation. Your fundraising page link is accessible while logged into your fundraising page account.

To view donation information or access your fundraising page link, sign in to your fundraising page at [www.sophieandmadigansplayground.org/runner\\_login.php](http://www.sophieandmadigansplayground.org/runner_login.php)



# Your Fundraising Strategy

## Identify potential donors

Start by deciding who you will ask to donate. Consider everyone you know as a potential donor, don't rule anyone out. Potential donors can come from many different groups: family, friends, co-workers, local businesses, church groups and other groups, clubs, or organizations, and employer matching opportunities. And don't forget about hosting fundraising events and other creative fundraising ideas.

Think about your potential donors and the best way to ask each (email, phone, in person). And think about whether each is likely to donate and estimate how much you think each will give. This will help you decide who, when, and how to ask.

**Example of how to raise \$900 in 9 easy steps**

**Step 1:** Start by donating \$50 yourself

**Step 2:** Ask your employer for a matching contribution of \$50

**Step 3:** Ask 6 family members for \$25 each

**Step 4:** Ask 5 friends for \$25 each

**Step 5:** Ask 5 co-workers for \$20 each

**Step 6:** Ask 10 Facebook friends for \$10 each

**Step 7:** Ask 5 neighbors for \$20 each

**Step 8:** Ask 5 local businesses you frequent to donate \$25 each

**Step 9:** Host a fundraising event for \$100

## Fundraising Timeline

You may find it helpful to develop a fundraising timeline. Start fundraising early and give yourself plenty of time to be successful!

It may also be useful to set incremental targets for your fundraising campaign. And don't forget that we have the following fundraising milestone dates for the 2022-2023 runDisney events:

2022 Wine & Dine Half Marathon Weekend			
10% of your fundraising commitment	50% of your fundraising commitment	75% of your fundraising commitment	100% of your fundraising commitment
July 5, 2022	August 2, 2022	October 9, 2022	November 9, 2022

2023 Walt Disney World Marathon Weekend			
10% of your fundraising commitment	50% of your fundraising commitment	75% of your fundraising commitment	100% of your fundraising commitment
July 5, 2022	October 4, 2022	December 6, 2022	January 11, 2023

2023 Disney Princess Half Marathon Weekend			
10% of your fundraising commitment	50% of your fundraising commitment	75% of your fundraising commitment	100% of your fundraising commitment
August 2, 2022	November 22, 2022	January 24, 2023	March 1, 2023

## Matching Gifts

Ask your employer if they make matching donations. Many companies will match charitable donations made by their employees. If they do, you can double your fundraising efforts quickly and easily. And remind potential donors that their employer may match donations too!

Send us an email if there is any information or forms you need to provide to your employer to be eligible for a matching donation.

## Asking for support

One of the best ways to get individual donations is simply by asking the people you know for their support. Don't be afraid to ask and don't be afraid to hear no. Even though it may seem uncomfortable at first, many will be happy to support. See the following tips that you may find useful when asking for support.

### **Make it easy for donors to donate.**

Include the link to your fundraising page or Facebook fundraiser in your emails and social media posts.

### **Make your message personal.**

Regardless of how you ask, a personalized message will be more effective than sending the same copy-and-pasted, mass email to all your potential donors.

### **Remind donors that their donation is tax deductible.**

Sophie and Madigan's Playground is a 501(c)(3) charitable organization, so donations are tax deductible to the fullest extent allowable by law.

### **Incorporate the following pieces of information** when you ask support:

1. **Mention the event:** For example, "I am running *[insert event name]* for Sophie and Madigan's Playground."
2. **Tell them about your cause:** Such as "Team SAMP is fundraising for Sophie and Madigan's Playground, a nonprofit organization that is committed to honoring the memory of Sophie and Madigan Lillard by providing opportunities for children and their families to play, learn, and create memories together. Sophie and Madigan's Playground is currently fundraising for Phase 2 of its main project – the Sophie and Madigan Lillard Memorial Playground – which is a one-of-a-kind destination playground that will feature three unique and elaborately themed playground areas."
3. **Make the Ask for support:** Example: "Would you consider making a donation to Sophie and Madigan's Playground to support my campaign to provide opportunities for children and their family to play, learn, and create memories?"

**Don't be afraid to follow up** and ask again if family and friends said they would donate but haven't yet.

### **Use different ways of asking for support.**

Potential donors may respond differently depending on how they receive the message. Don't be afraid to use a mix of:

- Emails
- Letters
- Phone
- In person
- Social media posts
- Email signature with a link to your fundraising page

### **Get creative.**

There's no limit to the creative ways you can ask for support. Take a look at a few examples for inspiration:

- Chores for charity – Offer to help finish odd jobs for friends and family and ask for a donation as payment. Pet sitting, dog walking, snow shoveling, house cleaning, and lawn mowing are just a few examples.

- Let donors pick the songs on your race day playlist in exchange for a donation.
- Say you'll paint a donor's name or message on your arm, face, etc. on race day in exchange for a donation.
- Sponsor my miles – Have donors pay a set dollar amount for each mile you'll be running.
- Instead of asking for presents, ask family and friends to donate to your fundraising page for your birthday, wedding, anniversary, or graduation.
- Dollars for dares –Come up with something crazy that you'll do in exchange for donations or reaching a fundraising goal. Example: "If I raise \$[insert amount], I will [insert activity]" (dye my hair, shave my head, dress up as a Disney character, preform a song in public, etc.).
- Come up with a list of top 10 reasons to donate that you send to friends and family.
- Facebook photo auction – Auction off your profile picture where family and friends get the chance to control your profile picture.
- Talk to a church or civic organization about donating in support of your fundraising efforts.
- Post to a friend's page on Facebook (make it personal).
- Place a loose change jar in your house or office and drop in your extra change each day. It will add up quickly.
- Place a donation jar at your workplace desk, at a restaurant, etc. with details taped to the side asking for support.
- Host a fundraising event.

## Hosting Fundraising Events

Hosting a fundraising event is a great way you can raise funds and promote awareness of Sophie and Madigan's Playground. These events can be a lot of fun for everyone involved and Sophie and Madigan's Playground encourages these events that benefit the organization.

If you are interested in organizing and hosting your own third-party fundraising event to benefit Sophie and Madigan's Playground, please review the following event guidelines, ideas for events, suggestions for planning and marketing your event, and information about submitting your event information for approval.

### Event ideas

- Organize an athletic tournament (golf, volleyball, bowling)
- Organize a 5K Run/Walk
- Organize a virtual run
- Hold a bake sale, craft sale, or lemonade stand
- Host a used book sale
- Auctions
- Raffles
- Neighborhood car wash
- Flamingo flocking
- Garage or yard sale – Donate a portion of your yard/garage sale toward your fundraising goal.
- Home sales fundraisers, such as Joe Corbi's , etc.
- Host a home fundraiser event party, such as a Pampered Chef, Tupperware, etc.



- Restaurant fundraiser – Many restaurants offer fundraising opportunities where they donate a portion of the day's sales
- Host a dinner party – Guests pay a donation amount per person, with a portion covering food cost and the rest goes to fundraising
- Trivia night

## Planning and marketing your event

- Pick a fundraiser that you find fun and that you can get others excited about.
- Seek the help of friends and family.
- Set a fundraising goal for the event. While planning the event, identify potential expenses and sources of income and donations.
- Keep expenses low as possible.
- Ask for support. Consider asking for sponsorships or underwriting for your event. Many companies look for opportunities to sponsor community events. Make sure to identify recognition sponsors will receive (signage, etc.). Some companies may be willing to offer in-kind donations that will help reduce expenses.
- Spread the word. Plan how you will let people know about the event. The more ways you spread the word, the better.
- Advertise your event at work, school, in a newsletter, or poster.
- Create event pages on social media.
- Don't forget to say thank you to everyone who donated, supported, or featured your event.

## Event guidelines

To assure that Sophie and Madigan's Playground's name, image, and reputation are properly represented, and that the event complements the mission, image, and values of Sophie and Madigan's Playground, we ask that events follow the following guidelines.

- While we may provide guidance for the event, the event organizer is responsible for organizational and administrative tasks of the event including: covering any costs related to the event; recruiting any volunteers to help at the event; creating any marketing materials to publicize the event; and volunteering at the actual event.
- The event organizer is responsible for complying with laws and obtaining any necessary permits, licenses, or insurance.
- In no event shall Sophie and Madigan's Playground be liable to the third-party event organizer or any participant.
- The event must be promoted in a manner that avoids statements or the appearance that Sophie and Madigan's Playground is endorsing any product, organization, individual, or service.
- All promotional materials must clearly state the percentage or amount of proceeds that will benefit Sophie and Madigan's Playground.
- Please provide examples of any event promotional material (brochures, flyers, social media posts, etc.) to Sophie and Madigan's for approval prior to production.
- Indicate on all materials that this is a Team SAMP event whose proceeds will benefit Sophie and Madigan's Playground. We suggest including the following language: "[Name of Event] is a Team SAMP fundraising event organized by [Your Name] to benefit Sophie and Madigan's Playground."

- Sophie and Madigan's Playground's logo may be used in promotional material, but please make sure that the logo is not redrawn or modified in any way. You can download logo images that are available for use from the team library at [www.sophieandmadigansplayground.org](http://www.sophieandmadigansplayground.org)
- Sophie and Madigan's Playground's logo may not be used on any items that will be sold.
- Only final net proceeds from the event are to be processed by Sophie and Madigan's Playground. Event costs should be deducted from the funds prior to sending the donation to Sophie and Madigan's Playground. Sophie and Madigan's Playground cannot provide funding or reimbursement of your fundraising expenses.
- Please notify Sophie and Madigan's Playground if you plan to contact businesses, individuals, or organizations for sponsorship or in-kind donation proposals. Keep in mind that Sophie and Madigan's Playground cannot provide tax receipts for these types of contributions.
- Event organizers are responsible for maintaining a complete accounting of all funds collected and expenses related to the event. This information should be available to Sophie and Madigan's Playground if requested.
- Please let us know if you would like us to share information about your event via social media or in our Team SAMP calendar of events.
- There are certain items that Sophie and Madigan's Playground can provide you for use at your event, including: flyers, brochures (max. of 25), stickers (max. of 200), and buttons (max of 25). Flyers are available for download from the team image library. Please send an email to request all other materials.
- All event proposal information should be sent to Sophie and Madigan's Playground for approval prior to organizing and hosting your own fundraising event.

## Submitting your event information

Prior to organizing and hosting your own fundraising event, please send an event proposal information to Sophie and Madigan's Playground for approval. Event information can be provided by completing the form shown in Appendix B and emailing a copy of the completed form to [info@sophieandmadigansplayground.org](mailto:info@sophieandmadigansplayground.org). We will respond to your submission within 14 days.

Submitting events to us also give us the opportunity to share information about your event via social media.

## Using Social Media to Spread the Word

Using social media is a great way to let people know about your fundraising campaign. Posting updates using Facebook, Twitter, and Instagram is an easy way to let past and future supporters know about your fundraising efforts. A few ideas about using social media to help you reach your fundraising target:

**Share your fundraising page link** to let supporters know where they can donate to support your fundraising efforts.

**Post a new status frequently** to keep supporters aware of your progress. Change your post content so they don't sound repetitive. A few example Facebook posts are:

An example post at the start of your fundraising campaign is: I'm running in the [Event] to raise money for Sophie and Madigan's Playground. Sophie and Madigan's Playground is a nonprofit organization whose mission is the provide opportunities for children and their families to play, learn, and create memories. [Add personal detail or connection to Sophie and Madigan's Playground, or Sophie and Madigan]. Please consider donating in support of my [Distance or Race Name] so that Sophie and Madigan's Playground can continue to grow and provide a place for children and their families to make memories.

An example post when you receive a donation: Thank you [Name] for your donation to Sophie and Madigan's Playground.

We also suggest that in your thank you post, you tag the person that made the donation and share the link to your fundraising page or Facebook fundraising campaign.

An example post after the event: Thank you to everyone who donated to Sophie and Madigan's Playground in support of my participation in the [Event]. Together we raised [\$Amount] that directly supports Sophie and Madigan's mission to provide opportunities for children and their families to play, learn, and create memories. Thank you [Add and tag donor names].

**Tell all your donors your fundraising goal.**

**Make your status updates creative.**

**Update your profile picture and cover photos** using one of the images from the team image library at [www.sophieandmadigansplayground.com](http://www.sophieandmadigansplayground.com).

**Share an image** from the team image library at [www.sophieandmadigansplayground.com](http://www.sophieandmadigansplayground.com).

**Tag your donors** when you thank them on social media to give them credit for their support.

**Use hashtags and tag us** in your social media posts. Use the hashtag **#runningforsophieandmadgian** and tag us at **@SophieandMadigansPlayground**

**Create a Facebook event** to help promote for any fundraising events you are hosting. Don't forget to link your Facebook fundraising event to the Sophie and Madigan's Playground Facebook page.

**Follow our Facebook page** at [www.facebook.com/Sophieandmadigansplayground](http://www.facebook.com/Sophieandmadigansplayground)

## Saying Thank You

It's a great idea to send your own personal thank you message to any of your donors.

### Tips and ideas for saying thank you to your donors

- Don't assume people know how much you appreciate their donation – tell them.
- Send multiple thank you notes to your donors. Thank them when they donate and again just before the event. And thank them after the event to let them know how it went and how much you raised.
- Be prompt in sending your thank you notes.
- A handwritten note may mean more to some of your donors.
- Thank donors on Facebook or Twitter. Using social media to publicly recognize your donors lets them know you appreciate their support and may inspire others to donate.
- Order custom cards after the race to send to donors. Consider including information or photos from the event.
- Come up with creative ideas to say thank you, such as writing their name on your race bib.
- Make your thank you messages warm and personal.

### Thank You from Sophie and Madigan's Playground

Sophie and Madigan's Playground will send a thank you email or letter to each person that donates in support of your fundraising efforts. This thank you will also be a tax receipt for the donor.



# Appendix A: Frequently Asked Questions

## About Us

### What is Team SAMP?

Team SAMP is a group fundraising program that is part of Sophie and Madigan's Playground. Members of Team SAMP participate in various running events and fundraise on behalf of Sophie and Madigan's Playground.

### Who benefits from the money I fundraise?

Children and their family benefit because they have access to the Sophie and Madigan Lillard Memorial Playground and the Play, Learn, and Create programs that are offered by Sophie and Madigan's Playground.

## Joining Team SAMP

### What are the benefits of joining Team SAMP?

Members of Team SAMP participating in a runDisney event receive all the benefits provided by runDisney for your specific race. In addition, Team SAMP runners will receive:

- Race entry paid for by Sophie and Madigan's Playground.
- A Team SAMP race shirt.
- Eligible for team fundraising incentives.
- A chance to compete for top fundraiser and additional team prizes.
- A personal fundraising page to help you reach your fundraising goal.
- A network of teammates to offer support and motivation.
- Knowing that you are making a difference for the children and families that benefit from Sophie and Madigan's Playground.

### How do I register for Team SAMP?

You can register for Team SAMP on the event pages on the Sophie and Madigan's Playground website.

### Can I join Team SAMP if I'm already registered for an event?

Absolutely! If you already have a registration but would still like to fundraise for Sophie and Madigan's Playground our race registration pages offer the opportunity to sign up as a member of Team SAMP. Just select the "N/A" race type on our registration page.

### Do I still need to register with runDisney on registration day if I secure my registration through SAMP?

No. If you register with Sophie and Madigan's Playground you do not need to register with runDisney on general registration day. However, several weeks after you register on the Sophie and Madigan's Playground website, we will provide a link for you to enter your information into the runDisney system.

### Is there a registration fee when I sign up on the Sophie and Madigan's Playground website?

Yes, Sophie and Madigan's Playground charges a \$50 registration fee that is due when you sign up on the Sophie and Madigan's Playground website. This amount does not count toward your fundraising commitment.

**What happens after I sign up for Team SAMP?**

You will receive a welcome email from the Team SAMP coordinator, Jack, shortly after you sign up. Later you will receive a link to enter your information into the runDisney registration system; this generally will occur 1-2 months after you sign up.

**Is there a deadline to register with Team SAMP?**

Registration will close approximately three weeks before the event weekend or once all of our registration spots have filled, whichever comes first.

**Are children allowed on Team SAMP?**

Of course!! We love it when children sign up for Team SAMP and run for Sophie and Madigan. We do follow the age guidelines for the particular event, so please check the runDisney, or other race website, for any age requirements for the race type.

**Can I register myself for multiple races on a single account?**

If the races are on different event weekends, then yes you can use a single account. If the races are on the same weekend, then you will need to sign up under different accounts.

## **Fundraising Commitment**

**What is the fundraising commitment?**

This is the minimum amount you commit to fundraising as part of your registration.

**Do I have to fundraise a certain amount to be part of Team SAMP?**

Yes. Any participant who registers using one of the Sophie and Madigan's Playground race registrations must meet their fundraising commitment by the deadline identified on our registration page.

**How much do I need to fundraise?**

Fundraising amounts vary by race type. The fundraising minimums for the runDisney events during 2022-2023 are:

5K: \$500

10K: \$650

Half Marathon: \$750

Marathon (Walt Disney World Marathon Weekend): \$750

Two Course Challenge (Wine & Dine Half Marathon Weekend): \$900

Fairy Tale Challenge (Disney Princess Half Marathon Weekend): \$900

Goofy Challenge (Walt Disney World Marathon Weekend): \$1,050

Dopey Challenge (Walt Disney World Marathon Weekend): \$1,150

**Does the fundraising amount and \$50 registration fee include the cost of my race entry fee?**

Yes. If you register with Team SAMP and agree to the fundraising commitment, Sophie and Madigan's Playground pays runDisney your race entry fee.

### **How do I fundraise for your team, do you have any restrictions?**

Please see the hosting fundraising events section of the Team SAMP Fundraising Guide for information about hosting fundraising events.

### **What if I don't reach my required minimum fundraising commitment?**

Jack and the rest of the Sophie and Madigan's Playground team will do anything in our power to help you in your fundraising efforts. If you encounter difficulty during fundraising or are worried about your fundraising progress, please reach out to Jack as early as possible so that we can offer any support or help develop a fundraising plan.

If for some reason you are unable to reach your fundraising commitment, you may pay any remaining difference. Otherwise, you will forfeit your registration for the race and all donations and registration fees received are non-refundable.

### **How do I connect my Facebook fundraiser to my personal fundraising page?**

Unfortunately, we do not currently have the ability for any donations made through any Facebook fundraisers to appear automatically on your fundraising page on the Sophie and Madigan's Playground website. Please take the time to enter any donations made via Facebook onto your personal fundraising page. You do not need to enter the donations individually and can choose to enter the total at the end of the Facebook fundraiser, or periodically while the fundraiser is ongoing.

### **Can our family/family run as a team to fundraise?**

Yes, if you each have a Sophie and Madigan's Playground fundraising page you can create a team fundraising page to fundraise together. See the Create or Join a Team section of the Team SAMP Fundraising Guide for more information.

### **Where do I mail checks given to me by donors?**

Checks can be mailed to:

Sophie and Madigan's Playground  
P.O. Box 1628  
Frederick, MD 21702

### **How do I submit cash donations given to me by donors?**

If you are unable to give us cash donations in person, we suggest that you convert the cash to a cashier's check or money order and mail to:

Sophie and Madigan's Playground  
P.O. Box 1628  
Frederick, MD 21702

### **Are corporate matching gifts counted toward my goal?**

Yes. Often times corporate matching gifts aren't sent until several months later, so please make sure you enter any corporate matching gifts onto your personal fundraising page so they can be counted in your total.

**What if I don't see a donation in my fundraising total?**

If you think a donation is missing from your fundraising total, please reach out to our Team SAMP coordinator, Jack.

**Technical****What do I do if I've forgotten my username or password?**

Our website offers the ability to have your username emailed to you or to reset your password. Please visit [http://sophieandmadigansplayground.org/runner\\_login.php](http://sophieandmadigansplayground.org/runner_login.php) to reset your password and/or retrieve your username.

**Event Weekend****What important things do I need to do during race weekend?**

You will need to pick up your race bib and event shirts from the Expo prior to race day. You will also need to make sure you plan your travel to the event on race morning, either by personal vehicle or Disney transportation if you are staying at a Walt Disney World resort. Please visit [www.rundisney.com](http://www.rundisney.com) for more information about transportation.

We will also try and have a team meetup on race mornings. And most of all, have fun!!

**Will Team SAMP pick up my race packet and bib packet for me?**

No. Each participant is required by runDisney to pick up their own race packet from the Expo prior to race day. The only exception is for minors, whose race packets can be picked up by their guardian.

**Where can I find the route map and event guide?**

For runDisney events, route maps and event guides are available on the runDisney website at [www.rundisney.com](http://www.rundisney.com). Route maps and event guides are usually available 2-3 weeks prior to the event.

**Where do I pick up my race registration packet, including my bib?**

For runDisney events, you can pick up your race registration packet prior to race day from the runDisney Health and Fitness Expo. Please visit [www.rundisney.com](http://www.rundisney.com) for specific hours and times for the Health and Fitness Expo.

**Does my fundraising include hotel reservations or park tickets?**

No. Participants should reserve and pay for their own hotel reservations and/or park tickets, if needed.

**Will I receive discounts on hotel reservations or park tickets?**

Although discounts for hotel reservations and/or park tickets are sometimes offered, they are not currently available.

**What if the race is cancelled?**

Sophie and Madigan's Playground is not responsible for event cancellations by runDisney or the event organizer. If a race is cancelled, you will be contacted by Sophie and Madigan's Playground with any available options. However, any options offered by Sophie and Madigan's Playground are dependent on the offers made available to charity groups by the event organizer or runDisney.



**What if I cannot participate in my event?**

If for any reason, including injury, you are unable to compete in the events, we require that you raise the minimum fundraising amount, unless we can find an alternative runner. If you are unable to run, please contact us as soon as possible and we will do anything we can to try and find another runner for a registration transfer. Any donations and your registration fee are non-refundable.

**Any suggestions on how to meet back up with family/friends after the race?**

runDisney events have a very large area after you exit the race course where you can meet up with family or friends. We suggest you agree on a spot to meet before you start race because the post-race area can get very crowded. For example, the stage area is an easy to find location!

**Other****When will I get my Team SAMP shirt?**

We will mail your Team SAMP shirt shortly after you reach 50% of your fundraising commitment.

**Do I have to wear my Team SAMP shirt on race day?**

No. While we love to see Team SAMP runners wearing their shirt, we want you to be comfortable during the race. Feel free to wear your Team shirt, your favorite running shirt, or dress in costume. It's up to you!

**Do you recommend a training plan?**

runDisney offers a training plan that many have found useful in preparing for their race. Visit [www.rundisney.com](http://www.rundisney.com) for more information.

**Do you need volunteers?**

We do not generally require volunteers during runDisney event weekends, but we encourage you to visit our website at [www.sophieandmadigansplayground.com](http://www.sophieandmadigansplayground.com) to view volunteer opportunities available for Sophie and Madigan's Playground.

**I can't run, is there another way to get involved?**

There are many other ways to support Sophie and Madigan's Playground! Even if you can't run you can create a fundraising page or set up a Facebook fundraiser. We encourage you to visit our website at [www.sophieandmadigansplayground.com](http://www.sophieandmadigansplayground.com) to view volunteer opportunities available for Sophie and Madigan's Playground. And you can help us by spreading the word and telling your friends and family about Sophie and Madigan's Playground.

**Who do I contact for further assistance?**

Please contact our Team SAMP coordinator, Jack, at:

Disney Wine & Dine Half Marathon Weekend: [wineanddine@sophieandmadigansplayground.org](mailto:wineanddine@sophieandmadigansplayground.org)

Walt Disney World Marathon Weekend: [info@sophieandmadigansplayground.org](mailto:info@sophieandmadigansplayground.org)

Disney Princess Half Marathon Weekend: [princess@sophieandmadigansplayground.org](mailto:princess@sophieandmadigansplayground.org)

# Appendix B: Fundraising Event Information Form

<b>Organizer’s Contact Information</b>		
Name:		
Email:		
Phone Number:		
Address:		
City:	State:	Zip:
<b>Event Details</b>		
Name of Event:		
Location of Event (Venue/Location Address):		
Event Date and Time:		
Event Description:		
Will there be corporate/business sponsorship:		
Admission cost:		
What percentage will be donated to Sophie and Madigan’s Playground?:		
Number of expected participants:		
What is the projected income from the event?:   \$		
<b>Marketing / Promotion</b>		
How will the event be promoted (social media, brochures/flyers, signs/banners, etc.)?:		
Would you like us to share information about your event via social media?		
Would you like your event listed in our 3 <sup>rd</sup> party calendar of events?		