



Step By Step Guide For Team Captains



**WARNING:**  
You are about to do  
something really  
amazing for your  
community!

People who join this movement are not mealy team players, they are heroes for kids in your backyard!

By committing to your Corporate Challenge Extra Life Team, you're about to make an incredible difference in the lives of kids across northern Alberta. All funds raised through this program will support the Stollery Children's Hospital Foundation.

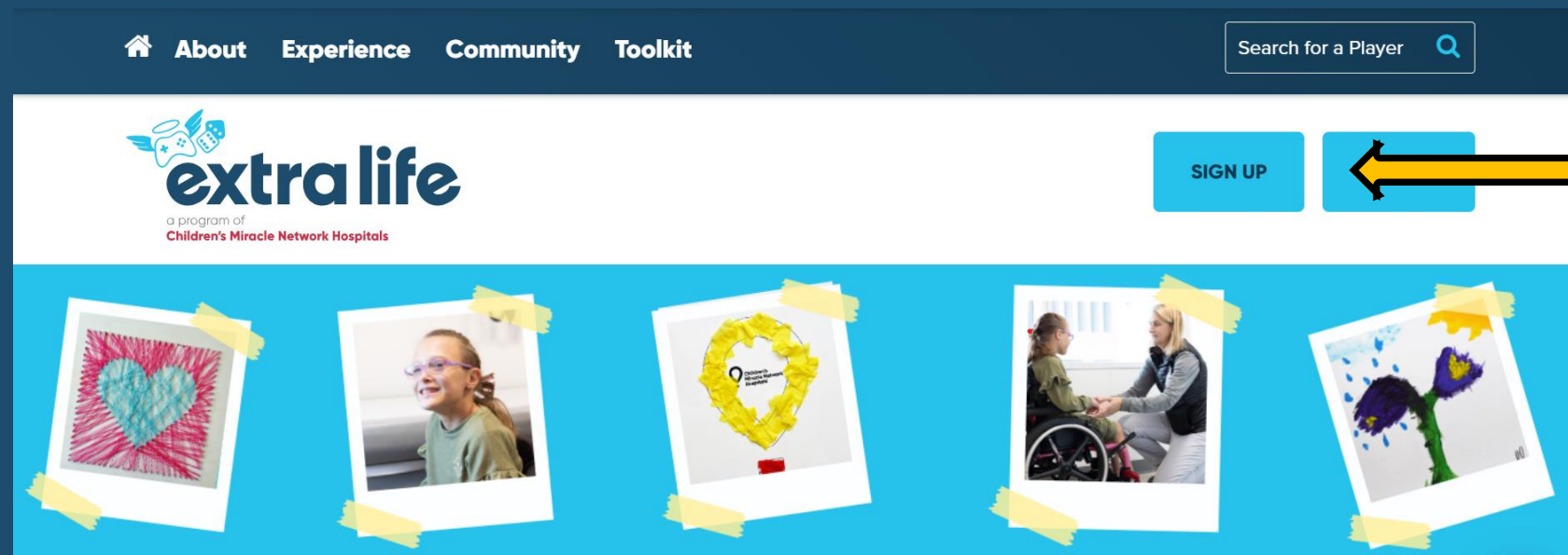
Let's get ready to play

#ForTheKids #stollerykids

# Step 1: Let's Play

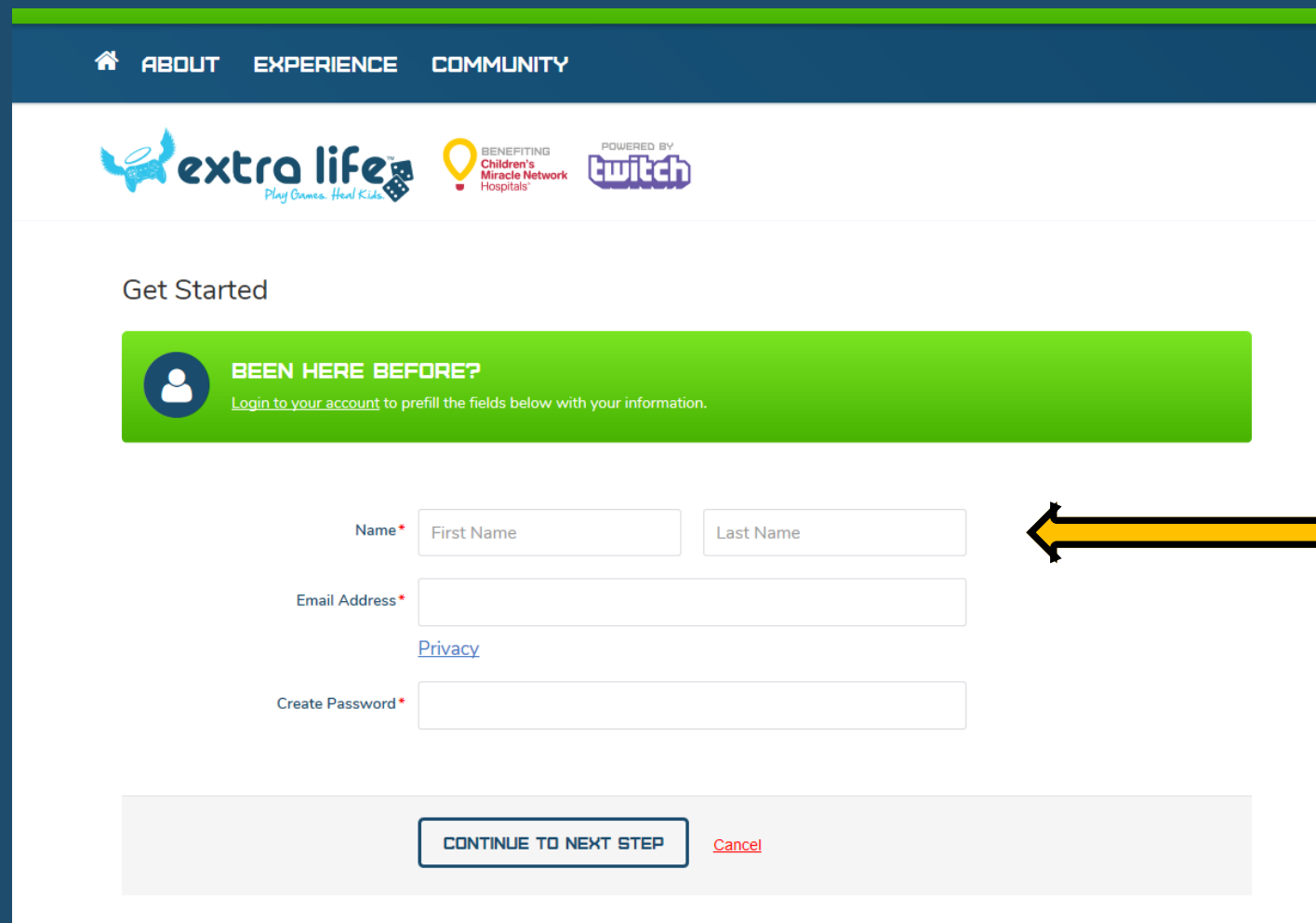
The first step is to set up an account at [www.extra-life.org](http://www.extra-life.org)

This guide will give you step by step instructions.



# Step 1: Let's Play

Fill out your first name, last name, email address and create a password.



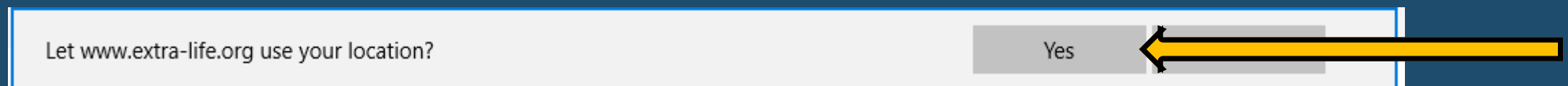
The screenshot shows the registration page for Extra Life. At the top, there is a navigation bar with links for 'ABOUT', 'EXPERIENCE', and 'COMMUNITY'. Below this is a header section with the 'extra life' logo (tagline: 'Play Games. Heal Kids.'), a logo for 'BENEFITING Children's Miracle Network Hospitals', and a 'POWERED BY twitch' logo. The main heading is 'Get Started'. A green banner asks 'BEEN HERE BEFORE?' and provides a link to 'Login to your account'. Below this are three input fields: 'Name\*' (split into 'First Name' and 'Last Name'), 'Email Address\*', and 'Create Password\*'. A 'Privacy' link is located below the email field. At the bottom, there is a 'CONTINUE TO NEXT STEP' button and a 'Cancel' link.



# Step 1: Let's Play

You may notice a pop up window at the bottom of your screen.

When you “**click yes**” to allowing the webpage to use your location it will automatically populate the hospital closest to you.




# Step 1: Let's Play

If you would like to earn prizes based on your fundraising efforts you may want to consider the “platinum” registration. Otherwise select “classic” and click “continue to next step”



**TAKE THE LEAP: BECOME AN EXTRA LIFER NOW!**

You're just seconds away from making a life-changing decision to help heal sick and injured kids in your community. There is a lot to learn but it all starts with this moment. Sign up and choose a hospital you want to support, ask your family and friends to donate to your fundraising efforts and start playing your favorite games.

[Click here to see this year's list of fundraising power ups](#) 

Registration Type

Participant Type\*

	<b>Extra Life Classic</b> Signing up for Extra Life as a Classic Participant is completely free and still lets you unlock digital incentives from our community partners.
	<b>Extra Life Platinum</b> Platinum Participants pay \$19 USD but can unlock platinum-only fundraising power ups like stickers, t-shirts & medals! Registration Fee: \$19.00 USD

[Cancel](#)



# Step 1: Join Your Team


**IMPORTANT:** When asked for registration type select “join a team” then click “continue to next step”

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### Registration Type

Participant Type\*  **Extra Life Classic** [Change](#)  
Signing up for Extra Life as a Classic Participant is completely free and still lets you unlock digital incentives from our community partners.

Role\*   
 ← **Yellow arrow pointing to this option**


[Cancel](#)




# Step 1: Join Your Team

This is the only way that we can track your workplace fundraising so please be sure to select your team from the following pop up screen.

Registration Type

Participant Type\*  Extra Life Classic [Change](#)  
Signing up for Extra Life as a Classic Participant is completely free and still lets you unlock digital incentives from our community partners.

Role\* Join a Team [Change](#)

Team\*  Find a Team to join [SEARCH](#)

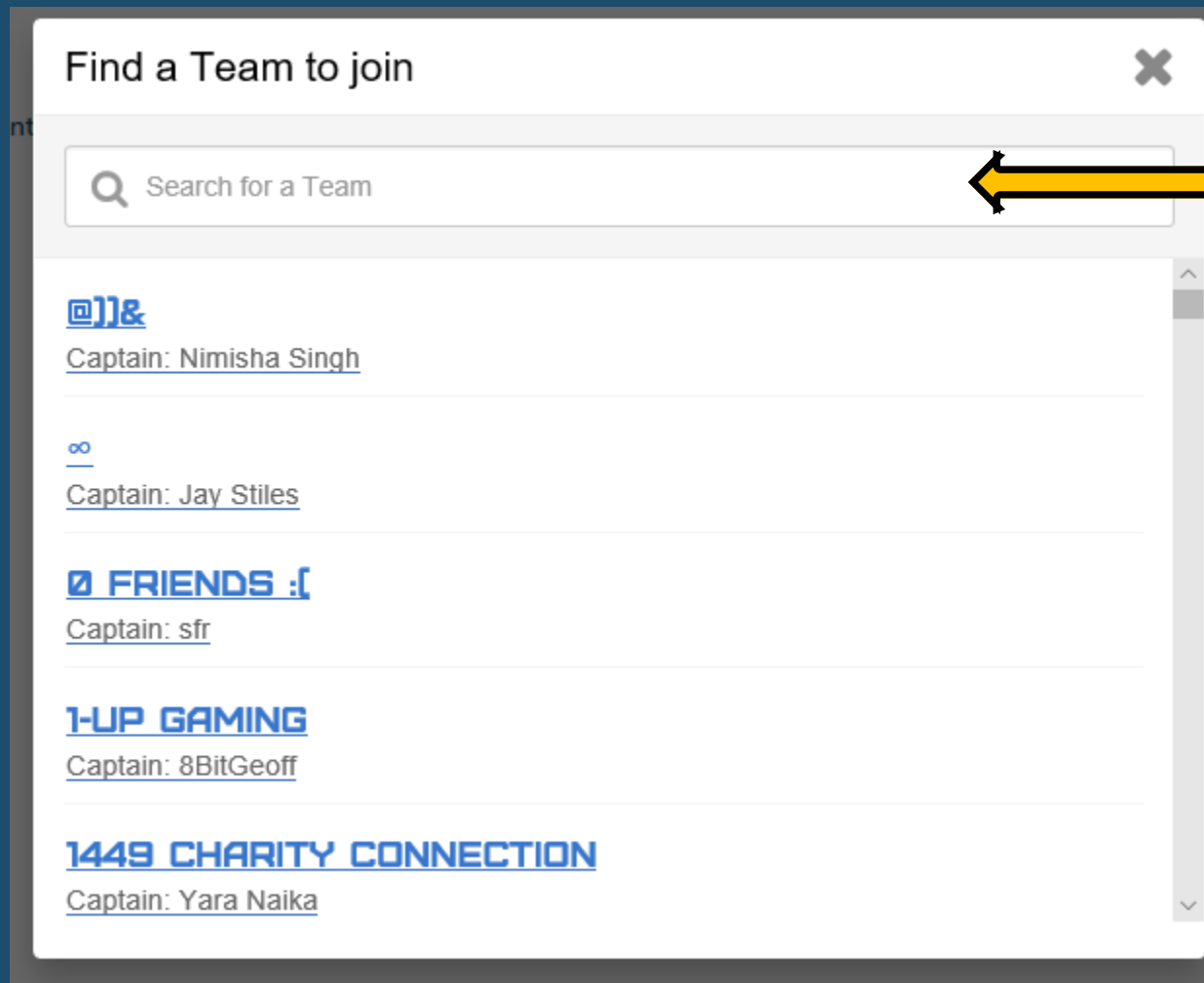
[CONTINUE TO NEXT STEP](#) [Cancel](#)





# Step 1: Join Your Team

If your Team Captain has not yet told you, please ask them for your team name and “search” for it here.



# Step 1: Setting Goals

We recommend that each participant sets a goal of \$100 USD.

If you would like to start by making a personal donation now is the time to do so.

The next part of this screen is **VERY IMPORTANT**, if you did not turn your location on please be sure to select “Stollery Children’s Hospital Foundation”


Registration Details

Your Fundraising Goal\*  USD

Extra Life Classic participants must have a goal of at least \$100.00 USD.

Make a Donation\*  Yes! I'd like to make a donation toward my fundraising goal.  
 No thanks.

Please select the Children's Miracle Network Hospital you would like to support\*

 **Children's  
Miracle Network  
Hospitals**

Mission critical funding

Oh no! We're unable to detect your location. Please click the button below to find your local CMN Hospital.

**OR, CHOOSE A MEMBER HOSPITAL**

FIND YOUR LOCAL CMN HOSPITAL

Search by postal code or state/province

SEARCH RESULTS

**Stollery Children's Hospital Foundation**  
Edmonton, AB



# Step 1: Contact Information

After you fill out your contact information be sure to read and agree to the terms and conditions then click “continue to confirmation”

Address Information

State/Province\* [Select...] ▾

Zip/Postal Code\* 12345(-1234)

Country\* United States ▾

Mobile Phone (Optional) 123-123-1234

Sign up for text alerts? ⓘ

Terms and Conditions for Participation

I Agree to the [Terms and Conditions](#)

[Cancel](#)



# Step 1: Complete Registration

Double check all that all the information you entered is correct. If you are not a robot, click “I’m not a robot” and then “complete registration”

**COMPLETE YOUR REGISTRATION**

 Review the information below and complete your registration. Afterwards, you'll have access to your very own online fundraising page you can personalize and send to friends and family.

### Complete Registration

---

Please review your details and complete your registration below.

Name & Email [Make Changes](#)

jane doe janedoe2@gmail.com

Registration Type [Make Changes](#)

Participant Type Extra Life Classic

Role Team Captain

Team Name test team 12o

Team Type Extra Life Team

Team Fundraising Goal \$5000.00 USD



# Step 1: Welcome to Extra Life!

Now for the fun part. Click “customize your page”

Thank You! ✕

**WELCOME JANE DOE!**

You now have your very own Extra Life Fundraising Account that you can personalize and collect donations through. All it takes is a few clicks to share your fundraising link on Facebook and Twitter, import your contacts and send emails to your community. After that, buckle up and watch the donations start to come in to help save the lives of kids in your local town.

Most Extra Lifers dedicate an entire day of play to help raise funds and awareness. In 2020, our big Game Day is **November 7**, but you can participate in Extra Life *any* day that works for you.

**Thank you again for supporting your local children's hospital. Play games, heal kids.**

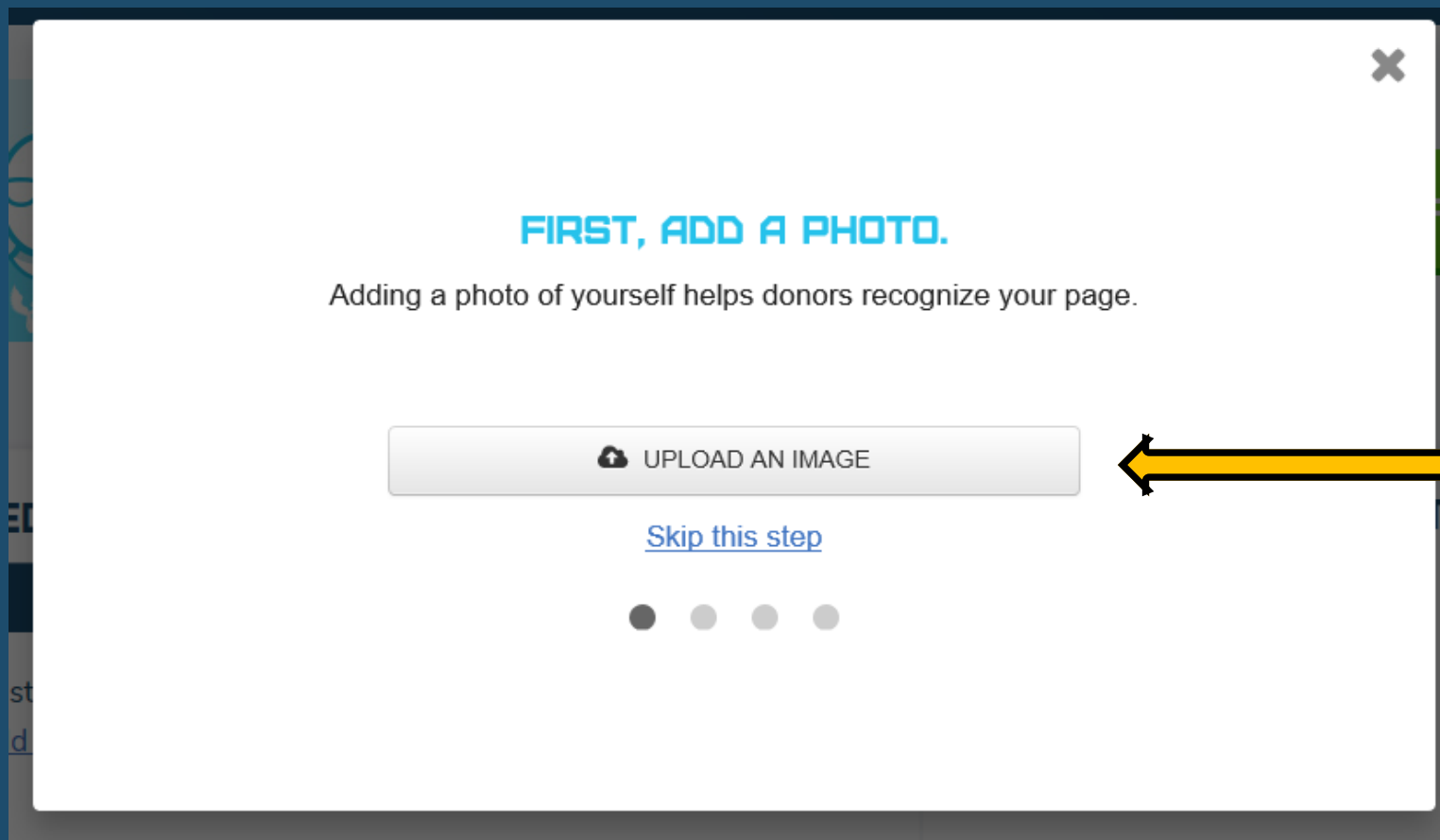
Team Extra Life  
Children's Miracle Network Hospitals

[CUSTOMIZE YOUR PAGE](#)



# Step 1: Customize Your Personal Page

Upload a photo or image you would like to use. Remember that your colleagues and other Corporate Challenge participants will see this so please keep it PG 😊



A screenshot of a web form with a white background and a grey border. In the top right corner, there is a small grey 'x' icon. The text 'FIRST, ADD A PHOTO.' is displayed in blue. Below it, the text 'Adding a photo of yourself helps donors recognize your page.' is shown in black. A large, light grey button with rounded corners contains a camera icon and the text 'UPLOAD AN IMAGE'. Below the button is a blue link that says 'Skip this step'. At the bottom, there are four small grey circles, with the first one on the left being filled in black. A yellow arrow with a black outline points from the right side of the image towards the 'UPLOAD AN IMAGE' button.




# Step 1: Has the Stollery Impacted You?

Most people have a Stollery story or know of someone who has benefitted from the Stollery. This is a great place to share that story and tell people why you are fundraising and what the hospital means to you.

### TELL YOUR STORY!

We've added a sample story to get you started.

Paragraph Format U **B** *I*



#### I'M PLAYING GAMES TO HEAL LOCAL KIDS

I've pledged to play games and raise funds for kids at my local children's hospital.

#### HOW IT WORKS

- Now, more than ever, local Children's Miracle Network Hospitals need our help.

[SAVE AND CONTINUE](#)

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# Step 1: Customize Your Link

Everyone likes a custom link. Create yours here. Again, we ask that you please keep it PG 😊

**CREATE A CUSTOM PAGE LINK**

Help others find your page with a custom page link.

  
<https://www.extra-life.org/participant/Test-Account>

**SAVE CUSTOM LINK**

[Skip this step](#)

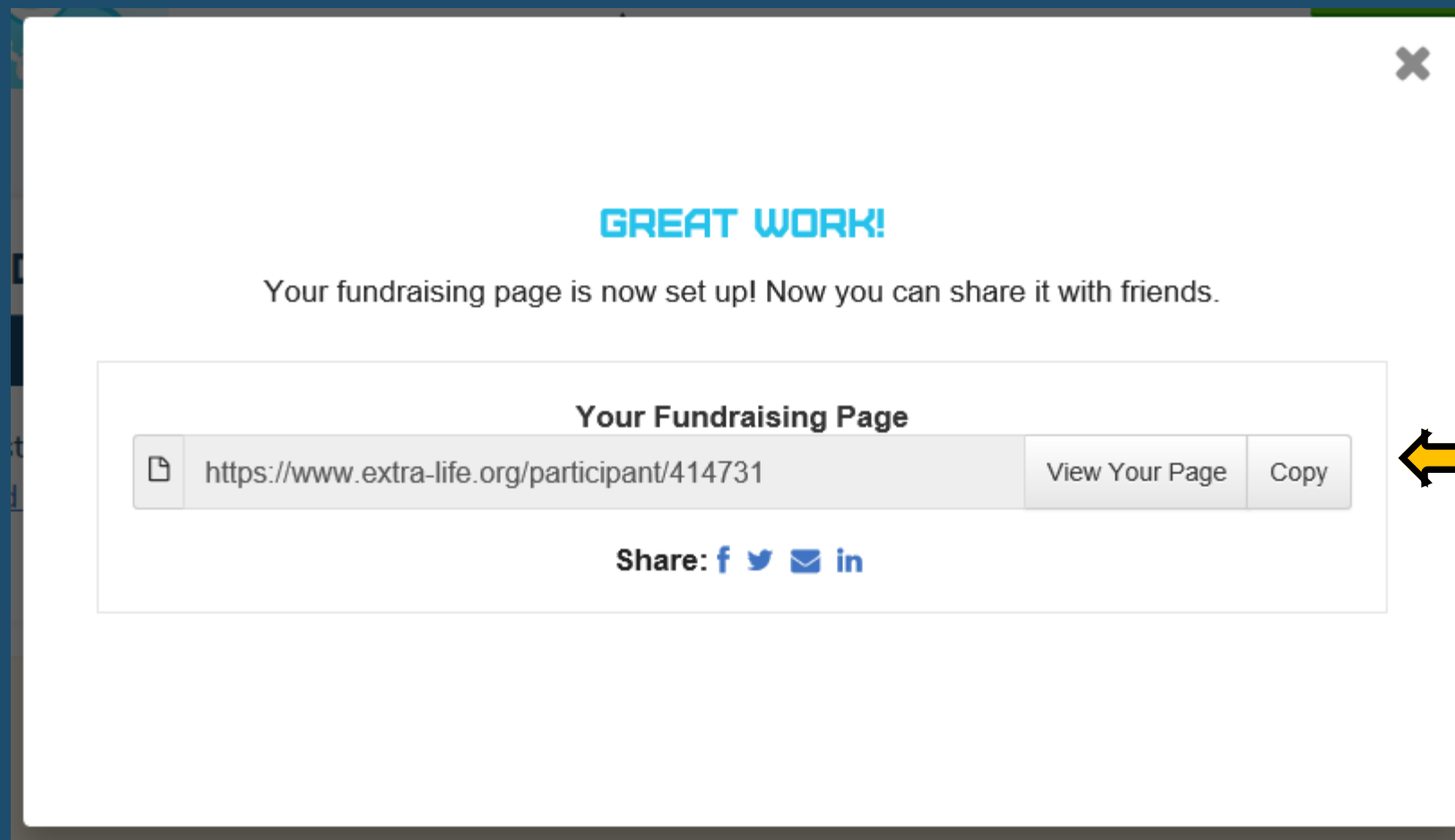
● ● ● ●





# Step 1: Woo Hoo You Did It!

Use the links below to tell others about your fundraising goals and why your are raising funds through Extra Life. This is the second most important step (outside of choosing the right team).



A screenshot of a confirmation message from Extra Life. The message is displayed in a white box with a close button (X) in the top right corner. The text reads: "GREAT WORK!" in blue, followed by "Your fundraising page is now set up! Now you can share it with friends." Below this, there is a section titled "Your Fundraising Page" which contains a URL: "https://www.extra-life.org/participant/414731". To the right of the URL are two buttons: "View Your Page" and "Copy". Below the URL and buttons are social media sharing icons for Facebook, Twitter, Email, and LinkedIn.



# Step 2: Customize Your Page

[Back](#) ✕

## ADD AN INCENTIVE

**Donation Amount\***

USD

Enter the donation amount required to receive this incentive.

**Incentive Description\***

**Incentive Image (Optional)**

JPG, GIF & PNG accepted.

**Quantity Available\***

Unlimited

**Does this incentive have start and/or end dates?\***

Yes  No

**Do you need any additional information from the donor?\***

Yes  No

This is where things get really fun! By adding an incentive it encourages donors to get you to your goal. Some fun things you might want to do are:

- Eat a hot pepper when you reach \$100
- Bake a dozen cookies for every person who donates \$25 or more
- Shave your head if you raise \$250

The possibilities are endless, have fun and remember, its for the kids!



# Step 2: Get The Word Out

You can also get the word out from the dashboard view. Share your personal fundraising page and link via your social media channels or by texting or emailing your personal page link.

