Team Captain Duties

There is no “I” in a great Pull A Plane Team! Serving as a team captain and participating in Pull A Plane is a great opportunity to team-build and bond with family, friends and co-workers while supporting Ronald McDonald House Charities of Kansas City.

What is a Team Captain? A team captain is the liaison between RMHC-KC and the team members. You will help keep your team informed, motivated and excited for Pull A Plane!

The Role of a Team Captain

- Pick your team name and register online
- Set specific goals for recruitment and fundraising (minimum of $2,500 for team)
- Build a team fundraising page
- Recruit 25 team members and ensure they register for your team online
- Share fundraising tools with teammates
- Assist in organizing and delegating team fundraising events
- Help create a great team costume/theme
- Choose the theme song that your team will walk out to
- Stay in communication with RMHC-KC to keep your team up to date

Stay Connected With the Team

- Send regular emails to update members of team progress, fundraising, etc.
- Start a Facebook Group to stay in touch
- Hold team meetings or fun gatherings
- Create incentives/competitions to keep your team engaged

How to Be a Successful Team Captain

- Recruit Team Members—you need 25!
- Show your enthusiasm for the event!
- Stay in contact with your teammates
- Send your teammates reminders about their fundraising goals and why they are fundraising
- Learn about Ronald McDonald House Charities of Kansas City and use the mission to fuel your success
What is Pull A Plane?

Pull A Plane started in 2015 with a partnership between Ronald McDonald House Charities of Kansas City, FedEx and Kansas City International Airport. It is a fundraising event that pits teams of 25 against each other to see who can pull a massive FedEx airplane for 12 feet in the shortest amount of time. All proceeds from the event go to keeping families close at Ronald McDonald House Charities of Kansas City.

Who Can Participate?

Nearly anyone! Teams may come from businesses, friends and family, neighborhoods, or other community organizations. As long as all members are at least 18 years of age they are eligible to join.

What are the prize categories?

- Fastest Team—Determined by a Pull Off with the top 3 fastest teams at the end of the event (around 2:00 p.m.).
- Slowest Team
- Top Individual Fundraiser
- Top Fundraising Team
- Best Team Spirit

Is it Family Friendly?

Yes! There will be plenty of activities to keep the whole family busy before and after you pull the plane. You must be 18 to pull the plane.
Creating Online Fundraising Pages

Use www.RMHCKC.org/PullAPlane as a simple way to raise money and communicate with your team. Each team member creates their own fundraising page and can blast it out to their friends, family, and co-workers. This should make it easy for their supporters to securely donate to your team.

Please Note: Team fundraising pages must first be set up by the Team Captain who may then send invitations to potential team members to join the team and set up their own individual fundraising pages. The Team Captain will control both the Team Page and their own Individual Fundraising Page.

To Register for Pull A Plane

1. Visit www.RMHCKC.org/pullaplane and click “Register Here.”
2. Agree to the Online Waiver.
3. Decide if you want to “Start A Team” or “Join A Team” that already exists.
4. If you are starting a team choose a Team Name, Team Goal (the minimum is $2,500), and Recruiting Goal (you’ll want 25 members). Also decide if you want an icon by your team on the website indicating that you are searching for team members. This means that anyone looking for a team may join you.
5. If you choose “Join A Team” search through the list and choose your team.
6. Create a Username and Password. If you participated in Pull A Plane previously you already have an account, choose the link that indicates that you have participated in a past Friends Asking Friends event.
7. Complete the registration form. T-shirt sizes are unisex. Team Captains will be asked for a Pull Time Preference. We will do our best to schedule your pull as close to the selected time as possible. Time slots are first come first serve.
8. Set up your fundraising page:
   I. My Webpage: Change the look of your page by adding photos and editing your goals and text. Team Captains may edit both their personal page and the team page.
   II. Email: Import your address book and send emails to friends and family members. Change the template to either recruit team participants or ask for donations.
   III. Goal: Check your donations and print reports. Make sure that you personally thank everyone that donates to you!
   IV. Tools: Enter pledges for offline gifts, print donations forms, edit your registration info and assign team co-captains.
   V. Widgets: Progress widgets that you may embed in other websites.

Once you have registered you can log-in to your account any time by returning to www.RMHCKC.org/pullaplane and clicking “Sign In.”
Tips On How to Fundraise

Email

It works: Everyone reads email. It’s a quick and effective way to reach possible donors. And, most people are comfortable with online transactions. With an email all they have to do is click a link to donate.

Templates: Use the email templates provided as a tool on your fundraising page. Make sure to customize the email to sound more like yourself and add a personal story.

Customize your email signature: Insert a short line like “Help me Pull A Plane for Ronald McDonald House” or “I’m doing something BIG for Ronald McDonald House” and provide a link to your fundraising page. You can fundraise with every email that you send!

In Person

Nothing is as powerful or difficult to deny as a face-to-face ask.

- Print off the Donation Form on your fundraising page and familiarize yourself with the giving levels. It only costs $78 a night to house a family in need.
- Print and hang up a sign or donation form at your desk at work.
- Ask if your office can have a jeans day where each participant donates $5.
- Hold a dinner party for your friends and ask for donations in lieu of wine or sides.
- Ask those that you regularly give money to. Your doctor, veterinarian, insurance agent, etc.
- Remember that if someone says no they aren’t saying no to you, they’re just saying not right now.

Facebook

Facebook and social media are an easy way to connect with friends and family, and an easy way to fundraise. Posting regularly is an effective way to update everyone on your progress and make them feel like a part of your team, even if they aren’t pulling with you.

- Post shareable content. No one is going to read or share that long text post. Instead, take a photo of yourself training in a creative way to catch their attention.
- Change your profile photo to promote the event.
- Publicly challenge a team member to see who can raise more money and post periodic updates.
- Follow RMHC-KC on Facebook at www.facebook.com/RMHCKC and share our posts so your friends and family know that you are raising money to keep families close. We have an event set up on the Facebook page so mark that you are ‘going’ and share with friends so they can learn about the event.
- One fundraising ask is not enough on social media. Someone may see your post and not have their wallet with them or be in the middle of something and forget to donate. Ask again and let them support you!
Day of Event Details

Parking
Please park on the top deck of the Terminal A Garage. You will have to go 3/4 of the way around the parking circle before you can enter the parking deck on your left. Please park and follow the signs to the event in Terminal A.

Check-In
Your team will need to check in at least one hour before your scheduled pull time. As Team Captain you will complete the check in process for your team. You are responsible for checking in and turning in any checks or cash on behalf of team members. Every team member must go through the waiver station and sign prior to pulling.

How Does The Pull Work
Your team will gather in a corral and be prepped for the pull by a volunteer with gloves and safety instructions. One team at a time will be directed to the airplane to complete their pull and get a team photo. A timing device will display your time and it will be updated on the score board. The top three teams at the end of the event - approximately 2:00p.m. - will do a Pull Off to determine the overall fastest team winner.

What Else Is There To Do
We will have a variety of activities and entertainment to keep you and the whole family busy. Food will be available for purchase and free snacks and beverages will be provided.

How Long Will It Take
We estimate that your experience will take approximately an hour and a half. However, you'll want to stick around for the awards ceremony at the end. Especially if your team qualifies for the Pull Off!

Weather
Pull A Plane is a rain or shine event. In the case of lightning in the area everyone will be moved into the terminal for their safety. A decision to cancel the event would be made between Ronald McDonald House Charities of Kansas City and the Kansas City Airport. However, we will do everything in our power to make sure that the event proceeds so that everyone can participate.

What Should I Bring
Please wear comfortable closed toe shoes and your best pulling costume. Bring your friends and family to support you. We will provide gloves.
The mission of Ronald McDonald House Charities of Kansas City is to reduce the burden of childhood illness on children and their families.

We help children heal faster by keeping their families close, and giving these families a place to rest and refresh that feels like home. Helping a sick child fight their illness takes an emotional toll on a family, and adding the financial strain can make it almost too much to bear. We eliminate the expense of finding a close, affordable place to stay for these families in distress.

In 2016, RMHC-KC served more than 7,000 families for an average stay of 6 nights, and served more than 57,000 visitors in the Ronald McDonald Family Room inside Children’s Mercy Hospital who needed a place to relax, refresh and regroup in the intense hospital environment.

Contact Us

Ronald McDonald House Charities of Kansas City
2502 Cherry Street
Kansas City, MO 64108
p: 816-842-8321
e: pullaplane@rmhckc.org
PULL A PLANE