



Corporate Toolkit



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Welcome

Welcome to The Blast! Support from the community is an amazing way we show families experiencing childhood cancer that they will never walk alone. Your participation helps us bring out of this world care close to home.

What is this toolkit? We hope this will make it easier than ever to spread the word about The Blast to those in your company and beyond. It will be a one-stop shop for things like pre-written emails, graphics to share on social media, and ideas to promote The Blast with your team.

Thank you again for supporting Cook Children's Hematology and Oncology Center as a part of The Blast. Together, we can blast away cancer! We are here to answer any questions and to help you find the best ways to engage your group.

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Creating Your Team

Your journey to The Blast begins with a single step – create your team.

Who is your captain?

Choose someone who can recruit members and be a cheerleader for your team.

This individual will be the primary contact for communication between our team and yours. They will also have access to additional features like team page personalization, custom messages, and more.

Returning teams

If you are a returning team, the previous captain can re-start the team. To do so, go to www.blastwalk.org and click on Get Started > Join a Team > Log in > Reactivate previous team. If you need assistance with reactivating your team, please let us know and we can do it for you manually.

New teams

If you are a new team, your chosen captain can head to www.blastwalk.org to form your team. Click on Get Started > Start a Team > Join as a New Participant. If you need assistance with creating your team, please let us know and we can start it manually for you.

Discount codes

If your company is interested in covering the registration fees for your team, let us know. We can provide you with a discount code and send you an invoice for the total after the event. Please note that if you are a Blast sponsor, we will automatically provide you with a code that will allow you to register the number of participants included with your sponsor package. However, if your company would like to “unlock” your code for additional members of your company team, let us know and we can invoice you as mentioned above.

Recruiting Team Members

Invite others to join your team – share your “why”.

Set a team goal, and start inviting your coworkers, family, friends, and clients to join. When recruiting team members, remember to share your “why” for participating in The Blast. Below you will find an email template for you to quickly spread the word about the event.



Email template

Hi,

This year our company **(insert company name here)** has formed a team for The Blast. This family-friendly 5k benefits the patients and families at Cook Children’s Hematology and Oncology Center. On March 29, our team will attend the event in support of all children battling cancer in our community. This is an important cause, and it would mean so much if you would consider joining our company team.

To join, go to www.blastwalk.org and under Search Teams, type in our team name **(insert team name here)**.

We hope you will consider joining us on this special day to #blastawaycancer!

Sincerely,
(insert name)

To Infinity and Beyond

Here are all of our best tips and tricks to grow and engage your team for The Blast.

Participant recruitment

- Consider hosting a team kick-off event to encourage sign ups! Get together for a Saturday morning walk or an informational lunch during the work week to build excitement about the mission. Contact us for information about one of our team members coming to speak to your group and help with on-site registration.
- Hang a flyer in your office kitchen or break room or post in your digital workspace with a call to join your team. We are happy to create a customized flyer with a QR code to your team page.
- Insert your team page link in your email signature to spread the word to internal team members as well as your clients or partners.
- Use the email templates included below to share event details, inspirational stories, and your fundraising and participation goals.

Participant engagement

- Form a committee to plan your day at The Blast. You may decide to wear a group t-shirt or costume, bring giveaways for participants, decorate your team tent, or go out for a group lunch after the walk.
- Integrate The Blast with your company wellness incentives! Offer a raffle for reaching a daily or weekly step goal, train as a team to run a 5k, or award points towards your existing incentives for those who participate.
- Identify a Blast champion. Maybe there is an employee or associate affiliated with your company that is a current or former patient family. Within appropriate guidelines for privacy, ask that team member to share their experience and participate as the “champion” of your team.

Team prizes and incentives

We give out awards at The Blast in the following categories. Which one will your team take home?

Most Social Team

Most Spirited Team

Best Dressed Team

Most Spirited Corporate Team

Highest Fundraising Team

Largest Corporate Team

Highest Fundraising New Team

Largest Team

We also have exciting incentives for participants who take their fundraising to new heights!

Star Club Member:

- Raise \$500-\$999 on your individual page
- Certificate of appreciation
- Blast hat
- VIP parking area access at The Blast

Shooting Star:

- Raise \$1,000+ on your individual page
- Star Club Member incentives
- Commemorative trophy
- Cook Children's Build-A-Bear gift certificate to redeem at The Blast

Cosmic Champion:

- Team captains whose teams raise \$5,000+
- Shooting Star incentives
- Entered to win a raffle drawing at The Blast

Email templates

Email #1: What is The Blast?

We are proud to support Cook Children's by joining The Blast, a 5k walk supporting children battling cancer in our community. We'd love for you and your family to join our team and walk with us on Saturday, March 29.

(insert your team link to join)

The Blast raises crucial funds to keep out-of-this world care close to home for families in North Texas. Did you know Cook Children's treats 250 new cancer cases each year? For those families, it is important to make sure our community has access to the highest level of care available. With out-of-this-world care right in their backyard, Cook Children's patients can stay close to their family and support systems while they navigate their new diagnosis and treatment. And that makes a world of difference.

What is The Blast?

Mission: to fundraise and show support for Cook Children's cancer patients

When: Saturday, March 29 at 8:00am

Where: Panther Island Pavilion in downtown Fort Worth, 395 Purcey St., 76102

How: Join **our team** to be a part of the fun, then start your Facebook fundraiser and help our team grow!

What: Enjoy a morning of activities for kids, the 5k walk, team awards, food trucks, and more!

If you have any questions about joining our team, please let me know. See you at The Blast!

Sincerely,

Your Team Captain ***(insert your name)***

Email #2: Meet Mighty Makenzie

At age 6, Makenzie was experiencing unexplained pain that kept her from sleeping through the night or reaching her goals at after-school gymnastics. After a visit to her pediatrician, and follow-up with specialists, her mom Amanda answered a phone call that no mother wants to receive. When scans showed signs of a tumor on Makenzie's spine, she was admitted to Cook Children's later that same day.

Starting on April 2, 2021, Makenzie endured months of treatment to battle Langerhans Cell Histiocytosis (LCH), a rare form of cancer. After three rounds of chemotherapy, Makenzie needed a halo ring implanted to keep compression off of her spine. The surgery placed rods and pins to keep her head and neck stationary while stabilizing her spinal cord.

Makenzie's care team at Cook Children's jumped into action to make the transition as smooth as possible for a young, active, and lively girl. With visits from a facility dog, play therapy to understand her treatments, and chaplains to come alongside her family and support system, Amanda was glad to see Makenzie's smile return.

On April 1, 2022, 364 days after her diagnosis, Makenzie walked with her family and friends at The Blast, celebrating being cancer-free after an incredibly difficult year. Amanda rallied their support system to raise \$10,615, winning the highest fundraising new team award. It was important for her to give back to the place and the people who healed Makenzie. She has now raised over \$40,000 and counting!

Makenzie's long-term prognosis is good, and targeted therapies and monitoring have helped her get back to in-person school and her favorite activities. Her team name for The Blast reflects all that she has been through and all she will accomplish. "Mighty Makenzie" is an inspiration for her community and other kids battling cancer!

Join our team to support kids like Makenzie at The Blast this year. You can register using our ***unique link or company code***.

I can't wait to see what we will accomplish together!

Your Team Captain (***insert your name***)

Email #3: Why Thayne loves The Blast

When her son Thayne was diagnosed with neuroblastoma at just 20 months old, Tiffani moved from Oklahoma to Fort Worth to be sure Thayne would receive the best possible care at Cook Children's.

"It feels isolating, but you are not alone. We weren't even from Texas and we were never alone. There are so many former patient families or local businesses who want to come to donate food, give you a break or a smile and encouragement. We knew we couldn't be at a better place than Cook Children's."

Many families receive support like Tiffani did, and she wanted to find a way to celebrate that spirit of togetherness and family that she felt during Thayne's long hospital stays. She didn't have to search long before their doctors and nurses told her about The Blast.

"The Blast gives families like ours a chance to come together. Even though we may not know one another, we share a common thread, and it's emotional because I can be walking beside another mom and smile because our hearts have been through the same thing. We are all able to be there together celebrating our children and their journeys and lives."

Thayne's favorite parts of The Blast are dressing up in costume with his family and getting balloons and glitter tattoos. Tiffani always includes their extended family on their team, and they drive from Oklahoma to participate every year and celebrate Thayne. Tiffani knows that funds raised at The Blast make a big difference for families that are still fighting.

"When we were at Cook Children's, we wanted for nothing. Every need we had was met. We love that the money brings new technologies, new medicines, new physicians...**every dollar goes to something priceless.**"

Our goal for **your team name** is to register **participant goal** participants and raise **fundraising goal**. Will you be a part of our success to help families like Thayne's? You can register or donate today at **unique team link**.

Please let **your team captain** know if you have any questions about The Blast. We are proud to participate for such a worthy cause!

Your Team Captain (**insert your name**)

Email #4: For kids like Marlee

One team for The Blast, Marlee Strong, is participating with an extra dose of purpose this year. While Marlee celebrated the end of her treatment for neuroblastoma earlier this summer, she and her family recently faced the news that her cancer has relapsed.

Marlee's journey has included milestones like stem cell transplants, extended hospital stays over Christmas and other holidays, multiple rounds of chemotherapy and radiation. Her cancer doesn't always respond to standard treatments, which makes it all the more important that she receive the best possible care at Cook Children's.

Marlee's mom Lani shared, "This is why we participate in The Blast. For more therapies, and more research. For me that is everything, that is hope. We want to raise awareness and raise funds for kids battling this like Marlee who don't always fit the standard."

We are getting closer to reaching our goals for The Blast, and we need your help. Don't miss out on registering to walk with us at The Blast on Saturday, March 29 at 8am. You'll find us at our company tent. I know we can reach our goals to help the kids like Marlee at Cook Children's!

Blasting off,

Your Team Captain (*insert your name*)

Team Captain Tip

As a Team Captain, did you know you can customize your Team Page's URL link?

Log in to your Participant Center at blastwalk.org and click on the "My Team" tab. Under Team Page, click on "URL Settings" to edit the end of your link.

Event Details

Your team is invited to join us at The Blast!

The Blast
March 29, 2025

8:00 am Check In
9:00 am Walk Begins
10:45 am Award Ceremony

Panther Island Pavilion
395 Purcey St., Fort Worth, TX 76102



Event day overview

The Blast will be a fun and meaningful morning for your team. Check-in begins at 8:00 am. After that, you can walk around and enjoy food trucks, music, and a kid zone with inflatables, glitter tattoos, and more. This event is very family-friendly, and we encourage all members of your family to join your team and accompany you on event day. At 9:00 am, we will begin the 5k walk along the Trinity River. The walk is not timed, and we encourage participants to reflect and engage with other participants along the walk. At the beginning of the walk, you will find one of the most meaningful parts of The Blast, the Tribute Walk. The Tribute Walk is a special way we honor, celebrate, and remember patients. Each sign that lines the path has an honoree's name, photo, diagnosis, and whether they are a fighter, survivor, or butterfly. At 10:45 am we will end our morning with an awards ceremony. Heads up! Among the awards will be the Largest Corporate Team and the Most Spirited Corporate Team. So start growing your team and planning your spirit wear for your chance to win!

Mascots wanted

If your company has a mascot, we would love for your mascot to join us on event day! There will be time before and after the walk for your mascot to walk around and engage with the participants.

Our Mission

Bringing out-of-this-world cancer care closer to home

Our mission

The Blast is a family-friendly 5k that raises funds for Cook Children's Hematology and Oncology Center. Each year, the Center diagnoses 250 new cancer cases. The need for cancer research is ever-pressing and our patients need accessible treatment options. Every dollar raised for The Blast helps us bring world-class treatments and clinical trials to Fort Worth, so our patients can receive the lifesaving care they need closer to home.

Origin story

At the age of four, Michael Mancuso was diagnosed with neuroblastoma. As Michael underwent treatment for this rare and aggressive form of cancer, his friend Alexa Sankary made a promise to him that she would help find a cure. Michael passed away just three years later, and Alexa created The Blast to honor Michael's memory and raise research funds in the hope of finding a cure for those still fighting. In the 17 years since then, The Blast has grown into a special community walk that invites every child and family affected by pediatric cancer to join together for a day of celebration, remembrance, and hope. The Blast continues to raise funds for lifesaving cancer treatment and research as we never give up on finding a cure.

The Blast champions

Cook Children's Health Foundation is fortunate to have grateful patient families who share their stories to connect with the community. These Patient Ambassadors are a reminder of why we fundraise through events like The Blast – to do everything for the child. You can find our most recent news and stories online and in Promise magazine (contact us to request the latest issue):

[Cook Children's Checkup Newsroom: www.checkupnewsroom.com](http://www.checkupnewsroom.com)

[Cook Children's Health Foundation | Fort Worth TX | Facebook](#)

Fast Facts

Below you can find fast facts about pediatric cancer and Cook Children's work in this space.

Fast facts about childhood cancer

- 1 in 264 kids in the U.S. will have cancer before they turn 20
- The average age of a child at the time of their cancer diagnosis is 10
- Cancers involving solid tumors account for approximately 40% of pediatric cancer cases
- 85% of children with cancer become long-term survivors

Fast facts about Cook Children's

- Cook Children's treats 250 new cancer cases each year
- Cook Children's has performed over 1,100 stem cell transplants since 1986
- Cook Children's has 21 doctors dedicated to serving H/O patients
- Cook Children's was the first medical center in the Southwest to build a neuroblastoma I-131 MIBG treatment center



Dates to Remember

Logo representation on day-of signage

In order for your company's logo to be displayed on our day-of event sponsor signage, please send your logo to Meredyth Haller (Meredyth.haller@cookchildrens.org) or Elise Christmas (Elise.Christmas@cookchildrens.org) by **February 21, 2025**.

The Blast t-shirt delivery

If you are local to the DFW area and would like to receive your team's Blast t-shirts prior to the event, please have all team members register by **March 21, 2025**. We will contact you with details about pick-up or drop-off. Any team members who register after the deadline can pick up their shirt on event day at registration.

Leading up to event day

The week of the event, all registered participants will receive a heads-up email with information about parking, schedules, safety precautions, and more.

Team captains will receive a similar email with a QR code to check their entire group in to the event.

Our team will be happy to provide you with a listing of team members to help with your team's check-in or t-shirt distribution.

The Blast event day

Gather your team members to join us on **March 29, 2025**!

For questions, please contact a member of our team below.

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Appendix

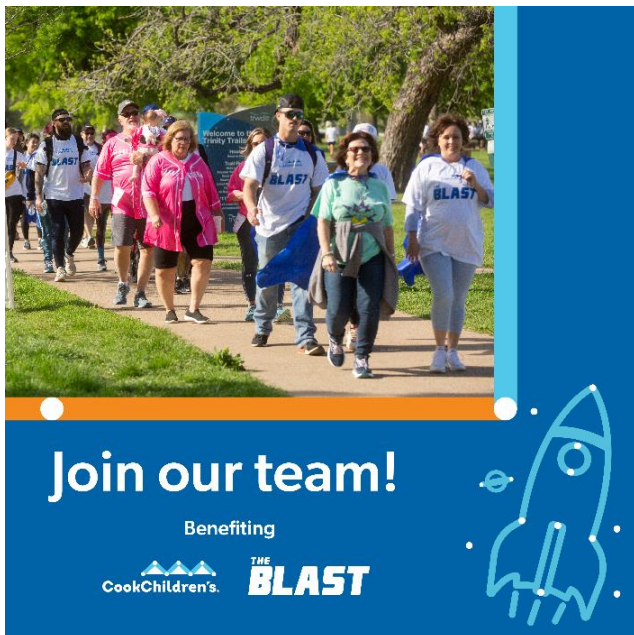
Email Signature



Learn more at blastwalk.org

Social Media Graphics

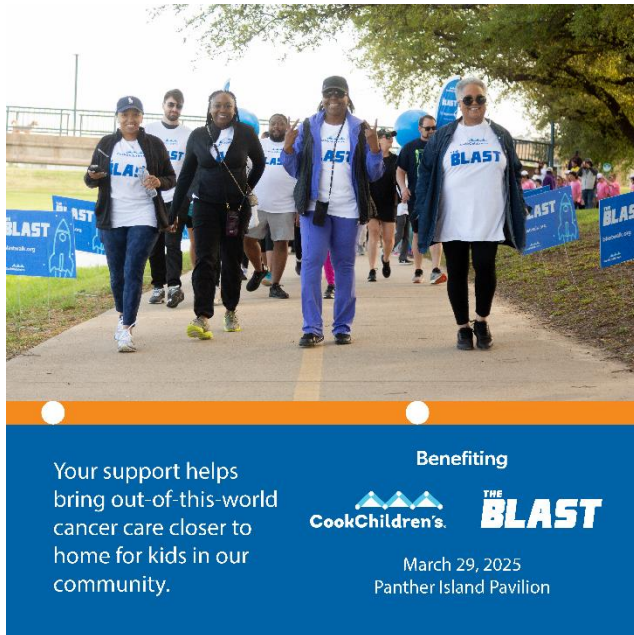
#1: Join our team



Suggested Caption:

We are proud to support Cook Children's by joining The Blast, a 5k walk supporting children battling cancer in our community. We'd love for you and your family to join our team and walk with us on Saturday, March 29. Join us at **(insert your team link)**.

#2: Lifesaving Cancer Care



Suggested Caption:

The Blast is a 5k walk that supports Cook Children's patients who are battling cancer. Pediatric cancer is an important cause to us, which is why we created a walk team for this year's event. Please join our team to help support lifesaving care and walk with us on March 29. Join us at **(insert your team link)**.

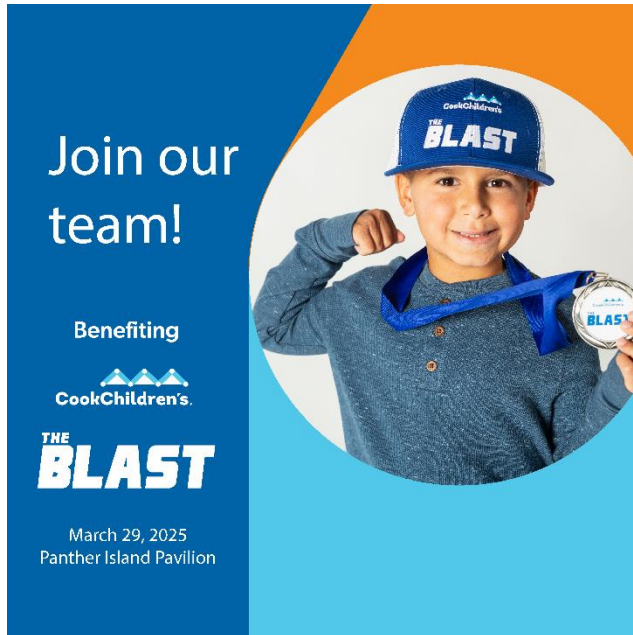
#3: Mighty Makenzie



Suggested Caption:

We are excited to join The Blast, a 5k walk that benefits cancer patients like Makenzie at Cook Children's. Support from the community is an amazing way we show teams like "Mighty Makenzie" that they will never walk alone. Join our walk team to stand with us on March 29. Register today at **(insert your team link)**.

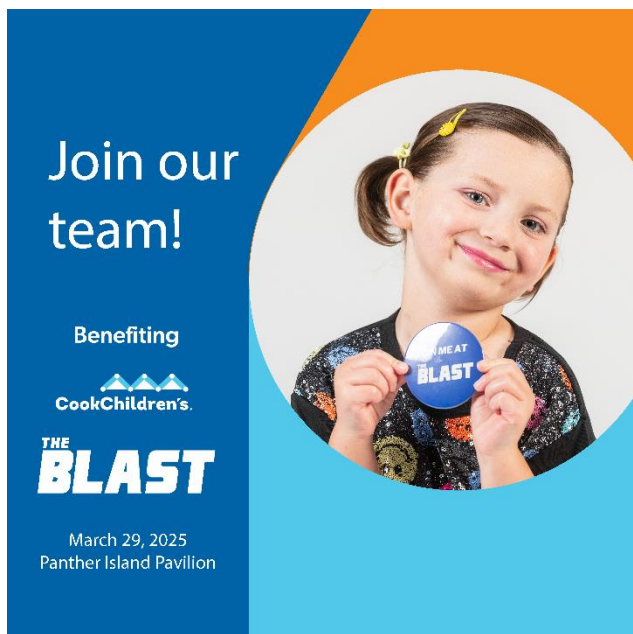
#4: For kids like Thayne



Suggested Caption:

The Blast is a 5k walk that benefits patients battling cancer at Cook Children's. This year, we have formed a walk team to stand with kids like Thayne, a neuroblastoma survivor. We walk so our community can hope for a better future, cancer free. Will you join us? Register for our team at **(insert your team link)**.

#5: For kids like Marlee



Suggested Caption:

Join us at The Blast, a 5k walk that benefits cancer patients at Cook Children's. We walk to support more research and clinical trials so patients like Marlee can receive better therapies. Join our walk team at **(insert your team link)**.