

# WALKfor CHILDREN'S

EVERY  STEP  COUNTS

presented by UPMC | UPMC HEALTH PLAN

## Fundraising Toolkit



UPMC  
**CHILDREN'S  
HOSPITAL**  
FOUNDATION

# Welcome!

We're SO excited to have you join us for this year's Walk for Children's, presented by UPMC and UPMC Health Plan! All funds raised help provide patients and their families with hope in the darkest of times and healing when they need it most.



Since the very first steps we took together in 2016, Walk for Children's has raised over \$5.5 million dollars. You've walked, strolled, wheeled, and rolled over 53,000 miles in support of a movement to advance pediatric health care for kids and families in our community.

Every step counts! We can't wait to celebrate together in June!

## *Because of your support,*



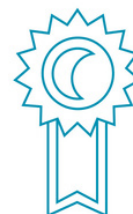
100 children receive  
lifesaving transplants



More than 1,000 tiny NICU  
babies receive care



Our trauma program provides  
immediate evaluation and  
care to nearly 2,000 injured  
children each year.



We can fund cutting-edge  
research and vital medical training  
to advance new treatments that  
improve children's health.

# Getting Started

We're here to help make your fundraising feel like a breeze. In this toolkit you'll find plenty of tips, tricks, and ideas to help you hit your fundraising goal! If you have any questions, please reach out to us at, [walkforchildrens@chp.edu](mailto:walkforchildrens@chp.edu).

## It's easy to register.

To register, visit [walkforchildrens.org](http://walkforchildrens.org). From here you can sign up as an individual or sign up a team. You will also have the option to join us in-person or virtually.

## Kick off your fundraising with a donation.

Your registration fee will count towards your goal, but you can get a head start by adding an extra donation. This will energize your family and friends to donate to something that you're passionate about.

## Personalize your fundraising page.

All registered walkers will automatically get a personal fundraising page. You can add photos, tell your story, and update your supporters with your progress! Even if you don't have a personal connection to UPMC Children's Hospital of Pittsburgh, you can touch on why our mission is so important to you!



# Spread the Word

Sharing your fundraising page on social media is a great way to reach a wide audience and let them know you are walking in this year's Walk for Children's!



## Update your social media accounts.

Add a link to your fundraising page in your bios on Facebook, Instagram, LinkedIn or Twitter! Make this link the first thing your followers see!

## Make your post personal!

Your donors want to know why this is special to you! Maybe you have a unique story, or you have a friend you're supporting, or maybe you just feel passionate about the mission of Children's! Don't just share your fundraising page link, add something special to your post to make it pop.

## Post often

Don't be afraid of posting too much. Post on your Instagram & Facebook stories to count down until your fundraising deadline! We have tons of templates and graphics for you to use on our [website](https://www.walkforchildrens.org).





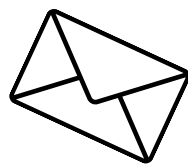
# How to Make the Ask

We know asking someone to donate can be intimidating. Check out some tips below to ease your stress!

- First and foremost, make sure you thank your friends and family for their past support, if applicable.
- Let them know why it's important that they give to your walk this year and where the money will go. Share with them any personal connection you may have!
- Ask for a specific dollar amount. They are more likely to donate if you give them something specific. Try saying, "Will you help me reach my goal by donating \$50?" or "I only need \$25 to hit my fundraising goal!".
- Make sure to thank them after they donate!



## Sample Email



Check out our sample email and texts below to send to your supporters!

Hi Aunt Sue,

I'm participating in this year's Walk for Children's and I'm hoping to raise \$250! This walk supports UPMC Children's Hospital of Pittsburgh, and all the money raised goes towards helping patients and families get through some incredibly tough times.

As you probably know, UPMC Children's is very near and dear to my heart. I feel so passionately about the care they provide and I'm so thankful to have them right here in Pittsburgh.

This year's walk is June 3rd and I'm hoping to reach my fundraising goal by then. Will you consider donating \$50 towards my walk? Any donation goes so far in helping out! You can check out my walk page here, (insert link).

Thank you so much for your support,  
Justina

## Sample Text



Hey Laura! I'm participating in this year's Walk for Children's and I'd love to have your support again this year! All the money raised benefits UPMC Children's Hospital of Pittsburgh. I only need \$25 to reach my goal. If you're interested, you can donate to my walk page here, (insert link). Thanks!.

# Form a Team

Does your family always participate with you? Are you interested in getting your company involved? Anyone can form a team! It can be a team of two or a team of 200!



When registering, make sure you select the "Create a Team" button. From here you can sign up to be a team captain, make your team page, and send out a link to all of your team members so they can sign up and start fundraising with you!

**Sign-up as part of a team or as an individual:**



Create a Team



Join a Team



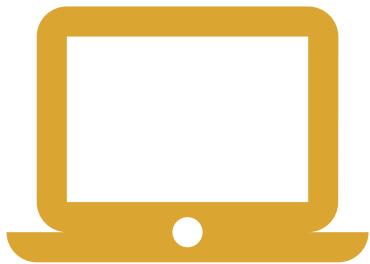
Register as Individual



Members of a team are much more likely to raise money and hit their fundraising goals.

# Team Captain Tips

Being a team captain may seem intimidating, but we're here to help! Check out our tips and tricks below and you'll be leading your team to fundraising success.



Once you register online at [walkforchildrens.org](http://walkforchildrens.org), you'll be able to set up your team page. We recommend kicking off your team page with a fundraising goal. Try for \$1,000! You can change this at any time.

Invite friends, family, or coworkers to join your team! If this team is through your employer, make sure you send out mass emails or put up flyers around the office to get the word out.



Forward along our bi-weekly or monthly newsletters to everyone on your team to get them excited! This is when you can pass along some fundraising tips, share your story, or remind them about important day-of info!



Host a team event! This can be centered around fundraising and collecting donations, or it can be a get-together after the walk to celebrate everyone's success.

^ *Wearing matching team shirts are always a plus!*



# *Fundraising Ideas*

Below are some ideas to help kick-start your walk fundraising! You can do these things at home, school, work or in your community. Let us know how we can help!

## **Corporate Matching:**

Take advantage of a company matching gift program. Check with your HR department to see if your employer will match donations to your walk page.

## **Host an Event:**

Try anything from a lemonade stand to a sports viewing party, to a bingo night. Invite your friends and ask for a donation to attend.

## **Hold a Garage Sale:**

Spring cleaning is here! Apply all of your sales to your fundraising page. You can even put a jar out to collect extra change towards your walk page.

## **Work with a Local Restaurant:**

Check in with your favorite local restaurant, coffee shop, or store to see if they are willing to donate a percentage of every sale on a specific day to your fundraising page!

## **Change your Voicemail:**

For the next few months, change your voicemail on your phone with a special message stating that you're fundraising for this year's Walk for Children's!

## **Meet the Press:**

Contact your local newspaper and ask them to include a story about your fundraising in their weekly issue. Or, purchase an ad directing readers to visit your fundraising page!

## **Creative Support:**

Do you have a friend or local artist with a special talent? Ask them to create a piece of art, jewelry, or donate a service for you to raffle off.

# Thank You!

We're so glad to have you join us this year! If you have any questions, please reach out to our team. Every step counts, and we're here to help you!

**Email:** [walkforchildrens@chp.edu](mailto:walkforchildrens@chp.edu)

**Phone:** 412-692-3900

**Mail:** UPMC Children's Hospital Foundation

Attn: Walk for Children's

4401 Penn Avenue

Pittsburgh, PA 15224

For cash and check donations, please send a donation form with which team or walker the donations should be applied to along with any special instructions, and mail to the above address.

