



WALK *in the* PARK

Presented by **Disneyland**
RESORT

FUNDRAISER TOOL KIT



SUNDAY, AUGUST 26, 2018 • DISNEYLAND RESORT • CHOCWALK.ORG



WHY WE WALK

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WALKING FOR KIDS SINCE 1990

November 10, 1990, was an important day for CHOC Children’s Hospital. On this milestone day, the first ever CHOC Walk stretched over five miles, starting at Main Place Mall in Santa Ana, past CHOC Children’s and through neighborhoods to the Disneyland® Park parking lot. By its third year, the event had outgrown its route and moved to South Coast Plaza in Costa Mesa for the next nine years.

In 2002, the fundraising event returned to “The Happiest Place on Earth” and was transformed into “CHOC Walk in the Park,” presented by the Disneyland® Resort. In this all-new incarnation walkers had the unique opportunity to stroll a 5K route through Disneyland® Park, Disney’s California Adventure® Park and the Downtown Disney® District, experiencing early morning magic long before each area opened to the public.

“CHOC Walk in the Park”, presented by Disneyland® Resort, has continued to enjoy annual growth , raising more than \$32 million for CHOC Children’s over its 28-year history. The 5k event also has the distinction of being the largest and most unique pediatric fundraiser in the nation, and remains a favorite destination event among Southern California residents (and beyond).

WHERE THE FUNDS GO

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OVER 2 MILLION CHILDREN ACROSS 4 COUNTIES COUNT ON CHOC TO BE HERE WHEN THEY NEED US MOST - REGARDLESS OF THEIR FAMILY'S ABILITY TO PAY.

As a non-profit hospital, CHOC relies on community support to provide leading-edge care for infants, children and adolescents close to home. All funds raised in the CHOC Walk go directly toward new programs and services in the hospital to continue conquering our mission to protect the kids in Southern California.

Your Sponsorship Dollars at Work



Assisted over 90,000 visitors in OC's only pediatric-dedicated emergency department



Opened a brand new neonatal intensive care unit with 36 private rooms



Organized over 150 Special events for patients, including the Oncology Prom

For additional information about the CHOC Foundation, please visit www.choc.org/about/2017-annual-report/



CHOC WALK TEAMS

CHOCWALK.ORG

Teams are a powerful force in helping carry out our CHOC mission. Each year, **over 900** grateful patient, corporate, community and CHOC teams join forces to walk through the Disneyland Resort raising money to protect the kids in our community.

Teams **account for over 60%** of the funds raised each year for the CHOC Walk!

TEAM TYPES

Grateful Patient



Invite all your friends and family to support a current or former CHOC patient, raising money and awareness for their cause within CHOC.

Corporate



Inspire employee participation for a great cause, encouraging employees to sign up and match what employees raise through corporate matching gifts.

Community



Start a club at your local school or join forces within a religious group to give back and support your community.

CHOC Affiliate



CHOC groups also team up to promote the importance of the hospital and raise funds for their programs and services.



CHOC WALK CHECKLIST

CHOCWALK.ORG

Organize

- Register as an individual or as a team at chocwalk.org
- Customize your personal page and goal in your Fundraising Dashboard
- Upload your email contacts and social media accounts for easy access

Recruit

- Ask friends to walk with you or join your own CHOC Walk team
- Spread the word by sending pre-crafted emails and social media posts straight from your Dashboard
- Start recruiting your supporters by donating to yourself and showing your commitment to the cause

Fundraise

- Organize a restaurant fundraiser, garage sale or game night
- Attend a CHOC Walk Workshop to get fundraising tips from top team captains
- Utilize tools such as the FUNdraiser mobile app or posters and tablecloths available at our CHOC offices

Prepare

- Pick up your event wristband at our check in office 8/23 - 8/25
- You can also bring cash or checks to our office to be sure you have \$85 in your account to participate
- Get there early on event day to enjoy free parking and a good spot for the Opening Ceremony at 6:15am!

Dine Out for Dollars



Partner with a local restaurant to host a restaurant fundraiser. Invite friends to stop by during your scheduled window and the restaurant will give a percentage back.

Neighborhood Sales



Kickstart your spring cleaning and have a garage sale. Or host a baking night then have a bake sale at a community event. You could even sell water bottles at a local sporting event.

Office Mining



Ask your employer to help with your fundraising. Host a jeans day and ask employees to donate \$5 to wear jeans for a day, or see if they have a matching gift program to double your funds.

Leaning Local



Reach out to the businesses you frequent and ask them to support your fundraising efforts by making a donation or donating raffle items for fundraising or team recruitment.

Raise the Stakes



Host a game night at your house. Place all bets for CHOC and throw in some adult beverages and you'll reach your goal before you know it!

CHOC Celebrations

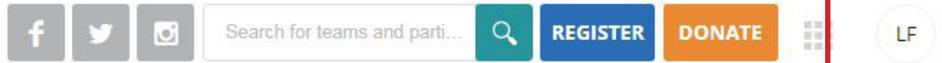


Have loved ones support your Walk fundraising by donating to your page as a gift for your birthday, graduation or special milestone day.

To access your Fundraising Dashboard - log on at www.chocwalk.org/account/logon

"Promote via Email": import your email contacts and send pre-crafted messages asking friends to donate, join your team, and more!

"Personalize your Page": share why you are walking through a personalized bio, profile picture, banner, timelines photos and videos



Info Fundraising Sponsors

Welcome to your Fundraising Dashboard!
This will be your hub for all things CHOC Walk fundraising.
Use the tabs on the left as the navigation bar for your dashboard.
Use the links on the right as a checklist to guarantee you utilize all the tools at your fingertips.
Happy fundraising!



My Progress 8%

For an Effective Campaign You Should:

- Matching Gifts
- Personalize Your Page
- Donate to Own Goal
- Upload Photo
- Connect to Your Social Networks
- Post a Message to a Social Friend
- Import Your Contacts
- Send a Fundraising Email
- ✓ Create or Join a Team

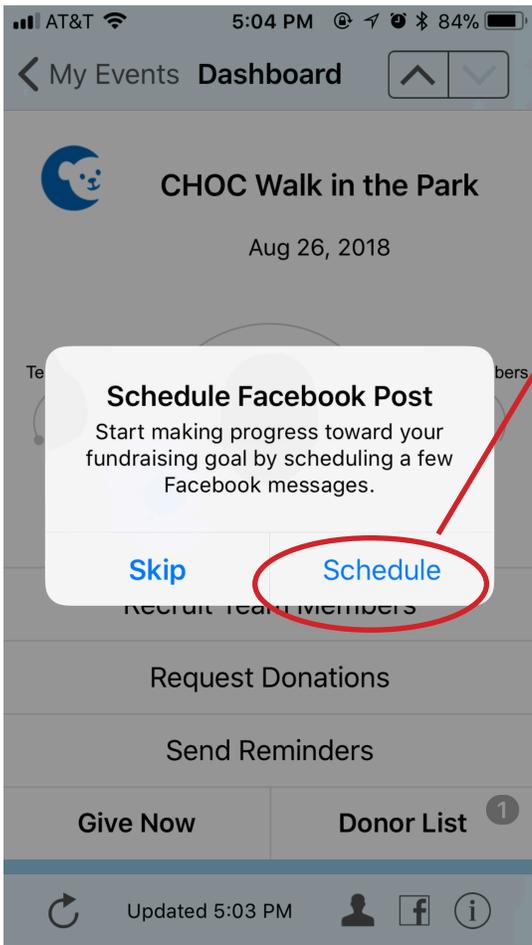
- My Fundraising Dashboard
- My Fundraising Report
- My Team Fundraisers
- Promote via Email
- Promote via Social Media
- Social Auto-Post
- Contact Book
- Enter Cash or Check Donation

"Promote Via Social Media/Social Auto Post": connect to your social media accounts to send pre-crafted updates, or set it on auto post to send periodic updates automatically

"Donate to Own Goal": use a credit card to add a donation to your account
"Enter Cash/Check Donation": enter any cash/check donations here

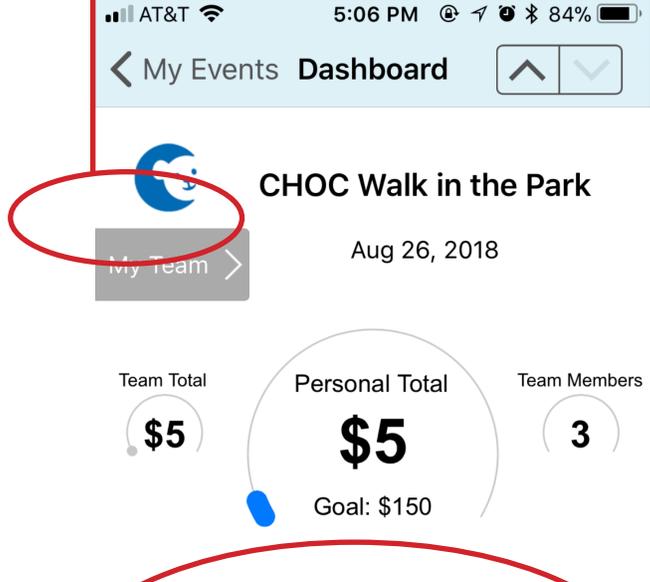
My Recent Activity
Ashley Loera donated \$5.00 to team goal. 3 days ago

Download the CHOC Walk FUNdraiser App on
[Apple App Store](#) | [Android Google Play](#)



"Schedule Facebook Post": the first time you log in, you have the option to select precrafted Facebook messages and schedule them to post over a period of

"My Team": click the top grey box to see a list of all your teammates, their progress badges and send them messages



"Recruit/Request/Send Reminders": send pre-crafted messages to invite people to join your team, ask for donations, or send donation reminders through email, text, Facebook, Twitter or LinkedIn

"Donor List": click Donor List to see a list of everyone who has donated to you, and click on their name to send them a thank you.