



# WALK *in the* PARK

Presented by **Disneyland**  
RESORT

## FUNDRAISER TOOL KIT



SUNDAY, AUGUST 11, 2019 • DISNEYLAND RESORT • [CHOCWALK.ORG](http://CHOCWALK.ORG)



## 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.

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. and has continued to enjoy annual growth, raising more than \$32 million for CHOC Children's over its 29 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).



## INTRODUCING ELLA! OUR 2019 WALK AMBASSADOR!

We are the Boyle Family, who proudly use the name BraveBoyle to represent our CHOC journey with our daughter Ella Boyle. Our CHOC story began on January 27th, 2016, Ella was diagnosed at 4 years old with Stage I Ewings Sarcoma Cancer that attacks both her bone and soft tissue. And after 14 rounds of Chemotherapy, Ella's nickname - our mantra - BRAVEBOYLE arose.

***"She would learn to walk time and time again. No matter the good days or the bad, she was never treated as anything but a child."***

The BraveBoyle team believes that our daughter is walking, running and swinging today because of CHOC hospital and nothing will stop our community, our family, our survivor from supporting this 'home away from home' in any way we can. As we enter our fourth year walking in the CHOC Walk, we have been honored to walk alongside men, women, children and doggies, who all face battles with hope, love, and the unity that every walker matters!





WHERE THE FUNDS GO

CHOCWALK.ORG



**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



Opened the Mental Health Inpatient Center & ASPIRE Intensive Outpatient Program & broke ground on the Thompson Autism Center.



Provided \$52.1 million in uncompensated care for Southern California kids, regardless of their ability to pay.



Funded a Calming Sensory Room that will offer a sensory sanctuary for patients to calm, re-group and maximize treatment.



## CHOC WALK TEAMS

## CHOCWALK.ORG

Teams are a powerful force in helping carry out our CHOC mission. Each year, **over 500** 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 75%** 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](http://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
- Visit our CHOC Walk Workshop page to get fundraising tips from top teams
- 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 8/9 - 8/10
- 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!

## GRASSROOTS FUNDRAISING IDEAS CHOCWALK.ORG

### 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



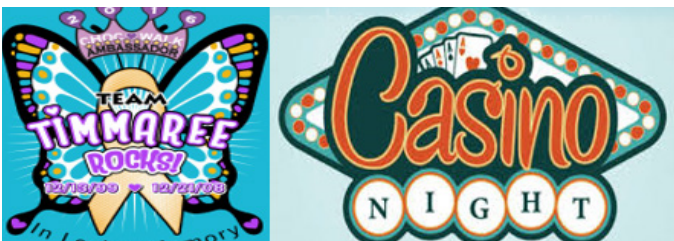
Ask your employer to help with your fundraising. Host a jeans day and ask employees to donate \$5 to wear jeans for a day, or see if they have a matching gift program to double your funds.

### 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



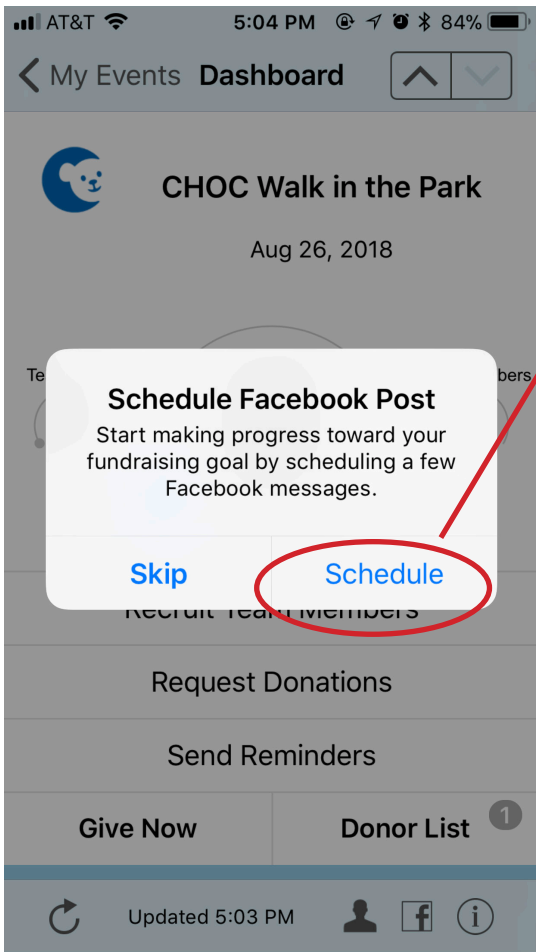
Host a game night at your house. Place all bets for CHOC and throw in some adult beverages and you'll reach your goal before you know it!

### CHOC Celebrations



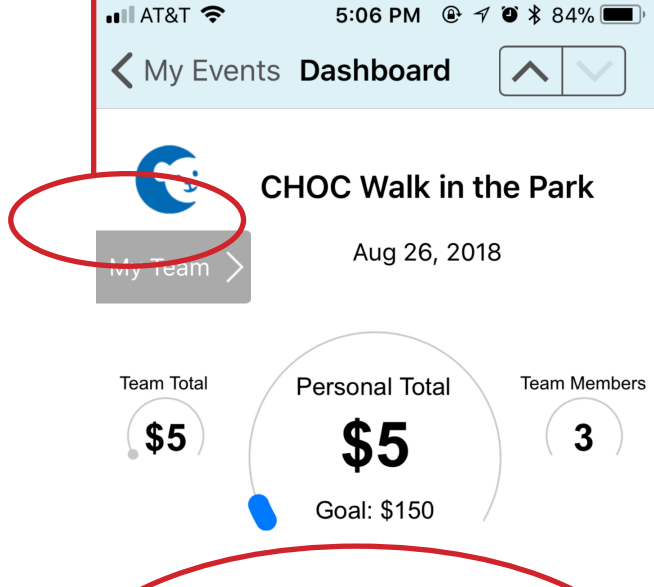
Have loved ones support your Walk fundraising by donating to your page as a gift for your birthday, graduation or special milestone day.

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.

## RESTAURANT FUNDRAISERS

### GRASSROOTS FUNDRAISING MADE EASY

Partner with a local restaurant to host a benefit night for your team! Many restaurants will work with you to pick a time, create flyers, and donate a portion of the proceeds towards your cause. Host a few to kickstart your team's fundraising!



#### STEP 1: ASK

Reach out to your restaurant of choice. Pick a local favorite that is close to your work, church, school and let them know why you're fundraising for your CHOC Walk team.

\*\*Tip: Some of our favorites include Chick-Fil-A (20%), CPK (20%), and Chipotle (33%). Visit the Fundraising Tips page for more!



#### STEP 2: PLAN

Work with the restaurant to pick a date & time and create a flyer for your fundraiser. Some places will provide you with a flyer template, otherwise be sure to include a clear date & time and your team story!

\*\*Tip: try to pick a time when as many of your contacts are available as possible.



#### STEP 3: PROMOTE

The most important step: get the word out and tell the world! Post on all your social media channels, create event pages, email the flyer to everyone you know, and bring printed copies to your job, club or community center. Then plan a lunch/dinner outing for your team, club or group to be sure everyone attends.

\*\*Tip: the CHOC Walk office can help you print out copies!



#### STEP 4: FOLLOW UP

After your event, follow up with the restaurant to make sure they have the CHOC mailing address and your team name listed on the final check that will be sent directly to our offices. Then email [chocwalk@choc.org](mailto:chocwalk@choc.org) to let us know where we should apply the funds as soon as they arrive.

**Mail to:** CHOC Children's (Attn: CHOC Walk), 1201 W. La Veta Ave, Orange CA 92868

### **\*\*PRO TIP: Promotion & Quantity Are King!\*\***

The most important ingredient is the outreach, so be sure to exhaust **EVERY** source of promotion you have. And if possible, try to throw a **few** restaurant fundraisers in order to maximize the amount of registrations it will cover.