



## Walking for Kids

The CHOC Walk in the Park at the *Disneyland*® Resort, is CHOC Children's largest community fundraising event. On Sunday, August 27, 2017, over 14,000 CHOC Walk participants will come together in the early morning hours to show their commitment to the health and well-being of the children of Southern California. All proceeds from this magical event will benefit CHOC Children's and CHOC at Mission.

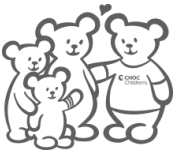
## Make a Difference

CHOC Walk participants truly make a difference. Whether this is your first CHOC Walk or your tenth, you are doing your part by raising funds to support children's health. Make sure to reach out to friends and family— if you share your passion, they'll want to donate too! Also, take advantage of all the tips and tools we have provided for you. Our CHOC Walk team will be with you every step of the way.



Team captains are the heart and soul of every CHOC Walk team. Follow these important tips and you'll become the MVP for your team!

## Recruit Team Members



Reach out to everyone you know and share with them why you are walking. Chances are, your enthusiasm will make them want to walk with you! There is no limit to how big or small your team can be. Use the sample recruitment email in your Participant Headquarters to email family, friends, colleagues, and community friends to join your team.

Make sure to direct them to the [CHOCWalk.org](http://CHOCWalk.org) website to register. Help guide them through the process, if need be.



## Create a Memorable Team Page

Share your message of why your team is walking for CHOC and why our mission of providing Southern California's children with the best health care services is important to your team. Don't forget to upload a photo!



## Set Your Goals

Your fundraising goal can be any amount you want it to be. Don't be afraid to reach for the stars—you may surprise yourself by how many people will support your team!



## CHOC Walk 101

Join us at one of our information classes where new and returning teams and walk participants will gather to discuss fundraising best practices. Visit [chocwalk.org](http://chocwalk.org) for more information and to sign up.



## CHOC Walk FUNdraiser Mobile App

Download the new CHOC Walk mobile app. It's a great tool for not only fundraising but communicating with your team and checking the progress of team members.



## LET'S GO!!!

You're not only the team captain, you're also the team cheerleader! Show them the tips to success and cheer them on along the way. Send out encouraging emails and messages and always remember to thank them for all their hard work.

## 6 Tools to Help You Earn Disneyland® Resort Park Hopper® Tickets

You are doing your part to make a difference for the children in our community. By raising much needed funds for health care services, programs and research, you ensure Southern California kids receive the care they deserve. Use these six fundraising tools to help you reach your goal.



Login to your Participant Center and update your personal page. Share your story about why you walk. A picture can say a thousand words, so make sure to upload a personal or team photo. Inspire those who visit your page to make a gift.



Download the CHOC Walk FUNdraiser mobile app from iTunes or Android Market. The mobile app will make it easy to fundraise on the go. Use the prewritten fundraising messages for texting, emails and on social media, t



Kick start your fundraising by making a donation to your own walk account. Let everyone know you are committed to reaching your goal!



Email family, friends, and colleagues to let them know you are walking for CHOC and ask for their support!



Matching gift programs are offered by many companies and often can double or even triple the amount of the gift! If your company is eligible, request a matching gift form through your human resources department.



Order CHOC Walk supplies , free of charge, for an upcoming fundraising event or to promote your walk efforts. Brochures, save the date cards, posters and more are available for pick up or to be mailed\* directly to you. Also available\*\* are CHOC pop up tents and CHOC Walk table drapes to use for your next CHOC Walk fundraiser. Email [chocwalk@choc.org](mailto:chocwalk@choc.org) with your request.

\* Mailing Options:

Brochures and save the date cards—5, 10, or bundle of 25 (brochure pop up stand included)  
11 x 17" poster—maximum order of 10

\*\* CHOC pop up tents and CHOC Walk table drapes are available on a first come, first serve basis and are available for a 48 hour check out period. Items must be picked up and returned to the CHOC Foundation office.

# Fundraising Ideas



## Host a Restaurant Fundraiser

Many restaurants in the area are happy to support local charities, giving a percentage back from the proceeds raised. Invite your family, friends and colleagues to eat out and support your fundraiser!



## Set Up Shop

Organize a garage sale, bake sale, or lemonade stand. Take advantage of the upcoming outdoor summer events in your community to set up shop. Sell chalk for CHOC at a 4th of July event or cupcakes for CHOC at an outdoor summer concert in the park. There are lots of creative and fun things to sell that will get your community involved!



## Business Partners

Reach out to the businesses you frequent and ask them to be a part of your fundraising efforts. They can make a donation on your behalf or donate an item or service for you to auction, raffle, or use as an incentive to get new team members.



## Change For CHOC

Order or print our CHOC Walk can wrapper to make custom wrapped coin cans to collect change. Ask your local retailer if you can set out a can or get permission to collect change at school. Even our littlest donors can take part in making a difference!



## Share Your Day

Let family and friends support your walk efforts by donating to your personal page in lieu of a gift for your birthday, graduation, or special milestone day.



## Party With a Purpose

Host a wine tasting, poker party or game night. There are so many fun and creative ways to get friends together— throw in some philanthropy, and voila! It's a party with a purpose!



## Get Work to Work for You

Ask your employer to get involved with your walk efforts. Host a jean day, asking employees to donate \$5 for the opportunity to wear jeans for the day.

## FUNDrive with Savers

If you'd like to have FUN raising FUNDS for your CHOC Walk team, do a FUNDrive with Savers. Savers firmly believes in creating a better world through reuse and sees potential in every item. Turn unused goods into fundraising dollars for your team. Sign up at <http://fundrive.savers.com>. Savers will provide all the advertising tools to assist you in your efforts. Email [lthomsen@savers.com](mailto:lthomsen@savers.com) with questions regarding a FUNDrive fundraiser.