



Walk for Kids Fundraising Toolkit

Fundraising Tips & Resources



Welcome to peer-to-peer fundraising with the Los Angeles Ronald McDonald House! This toolkit was created to help you reach your Walk for Kids fundraising goal. You will find tips on how to ask for donations, fundraising ideas and more within these pages. If you need any help along the way, you can reach me at ACasalegno@rmhcsc.org | 323-644-3082 or just reach out to say hi!

So let's get started! Here is a step-by-step guide to unlocking the most donations from start to finish.



What is the Walk for Kids?

The **Walk for Kids™** is an annual fundraiser to support families receiving comfort, care, and support from Ronald McDonald House Charities of Southern California. This fun, family-friendly event calls on volunteers, companies, and donors within their local communities to keep families close when they need it the most. Your fundraising matters, because when a child falls ill or needs critical medical care all a family should worry about is their child.

About the Los Angeles Ronald McDonald House

The Los Angeles Ronald McDonald House ([LARMH](#)) was among the first Houses to be organized and opened across the US as a part of the Ronald McDonald House Charities. In 1977, the House started construction, and opened its first rooms in 1980. Today, LARMH accommodates 75 families each night and continues to serve as a "home away from home" for hundreds every year.

We are located across the street from Children's Hospital Los Angeles and two blocks from Kaiser Permanente Sunset, providing close proximity for the majority of families we serve. Since its chartering, the House has served more than 30,000 families from all states in the U.S. and more than 45 countries across the world.

The House provides families, free of cost with home-cooked meals, private guest rooms and playrooms for children, computer rooms, onsite laundry facilities, Family Support Services and so much more. More importantly, we help keep families together while their child undergoes critical medical care. We provide a community of support where families embrace life and healing.

The Los Angeles Ronald McDonald House is a program of Ronald McDonald House Charities of Southern California. No one corporation fully funds our House, we rely on the generosity and commitment of our community to keep our doors open for families. Through gifts of time, talent, and financial support, LARMH is open 24 hours a day, 365 days a year for families and their critically ill children.



Eight easy steps to kick-off your FUNdraising

Whether you're trying to hit a fundraising goal for the first time or the fifth time, these are the steps that the best fundraisers take to become leaders on the fundraising scoreboard.

Step 1

PERSONALIZE YOUR PARTICIPANT CENTER

After registering, the best way to start fundraising is to **personalize your fundraising pages** through your [Participant Center](#). It is easy as 1, 2, 3. All of the top RMHC fundraisers have customized their pages by sharing their story and posting a picture.

- 1) Log into your Participation Center on WalkforKids.org/LosAngeles
- 2) Click "URL Setting" button, create a personalized ending for your URL link.
- 3) Click on "Edit Content" to share why you are inspired to fundraise for the Los Angeles Ronald McDonald House.

From the Participant Center, you can send emails to friends, family members, and coworkers asking them to support your Walk for Kids journey. To make things easier, we've included sample emails (see page 7) — all you need to do is personalize them, and then hit send!

1



2

Personal Page	
Personal Page URL: https://www.walkforkids.org/site/TR/Events/General?px=1070044&pg=personal&fr_id=1312	URL Settings
Title Welcome to My Personal Page	Edit Content
Body	Photos/Video Update Media

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Step 2

START FUNDRAISING EARLY

Ideally, begin fundraising at least 6 weeks before the Walk for Kids event date. If you hit your fundraising goal early, increase it and see how high you can go!

If you get a late start, don't worry! Be sure to utilize online fundraising as much as possible.

It is never too late to ask people to support a cause you care about.

Step 3

BE SURE TO TELL YOUR LARMH STORY

This is about YOU! When your donors contribute, they consider themselves to be supporting YOU and a cause that YOU care about. Share your personal reasons for being involved with the Walk. It will help people understand how important LARMH is to YOU and the families served by the organization.

Pro Tip: You can send handwritten notes to those close to you! Adding a personal touch makes it more likely that your friends, family, and coworkers will feel compelled to donate to your campaign.



Step 4

EMAIL AND THEN EMAIL AGAIN

Whether you use your personal email account or your Participant Center, make sure to email your friends, family and coworkers asking them to support your Walk for Kids journey. Make sure your message is personal by sharing why you're walking and why supporting Los Angeles Ronald McDonald House is important to you. The familiar name and gentle peer pressure of a loved one or a friend means solicitation emails are more likely to be opened and donors are more willing to pull out their wallets to make that donation because they know you.

There are sample emails in this toolkit and in your Participant Center to help you get started.

Send more than one email. Everyone gets busy and a reminder or two or seven may help to keep your donation request top of mind.

Pro Tip: One of the best (and easiest!) tools at your disposal is your email signature line. You'll reach everyday contacts over and over with the same message – plus, you never know if a new contact might be interested in joining your team or donating to you. Keep your language brief, include a link to your fundraising page, and use colors or boldface type to make it stand out.





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Step 5

USE SOCIAL MEDIA

Facebook, Twitter, and Instagram are great places to share your reasons for joining the Walk for Kids and your passion for LARMH. Through your Participant Center, you can share your personal fundraising URL in a few easy steps and reach your extended network (aka people you don't have emails for).

Be sure to use hashtags

#WalkforKids

#LARMH

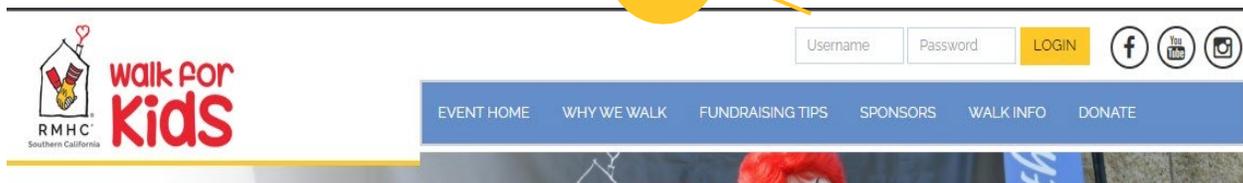
#KeepingFamiliesClose

Pro Tip: The Power of Facebook

Did you know that fundraising pages are more likely to receive traffic from Facebook when the referral source is a friend or family member? Set up a Facebook Fundraiser from your Participant Center. Then set it and forget it and watch the funds roll in from your supporters and friends!

1 – Connect your Facebook account from your [Participant Center](#) on [WalkforKids.org/LosAngeles](#)

2 – Next click “Connect Fundraiser to Facebook” button, log on to your Facebook account and complete the prompts to launch your fundraiser



Step 6

DOUBLE YOUR FUNDS WITH MATCHING GIFTS

Matching gifts are an easy way to increase and even double your fundraising total. You should ask all of your supporters if their employer participates in a matching gifts program. Some companies require a paper form, while others complete the entire process online. You can check to see if a company has a matching gift program. <https://rmhcsc.org/chapter/page/doubledonation>

You may need our Chapter address (Ronald McDonald House Charities of Southern California 4560 Fountain Ave, Los Angeles, CA 90029 and Tax ID # 95-3167869.



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Step 7

GET CREATIVE

There are hundreds of ways you can fundraise for before Walk day. Come up with fundraising ideas that work for you! Here are a few ideas — all tested by event participants like you:

- **Make a Video** - Film yourself walking or telling people why you're participating in the Walk for Kids and share it online. The more they know about your story, the more likely they are to be inspired and to donate.
- **Virtual Bingo** - Tired of the same old boring Zoom meetings, conference calls and webinars? Give Virtual Bingo a go! Host a bingo night with Virtual Bingo Cards and Zoom or try a Trivia Night!
- **Virtual/In-person Cooking Class** - Team up with a local chef or ask a talented volunteer to help lead the class. This can easily be held virtually using a tool like Zoom or in person. Don't forget to send out an ingredient list ahead of time.
- **Playlist Fundraiser** - Invite your friends, family and co-workers to donate for the privilege of adding a song to your workout playlist.



- **T-Shirt Fundraiser** - Invite your friends, family and co-workers to walk with you in spirit by donating for the privilege of adding their name to the shirt you wear at the Walk. The larger the donation the more prominent a spot.

- **Game Night** - Host a game night with a balloon pop or Roshambo Tournament. Sell needles to event goers for a chance to "pop for prizes." Fill a room with balloons and hide prizes inside a select few. For a Roshambo Tournament you don't need any special equipment to play rock-paper-scissors, just your hands and some black-and-white-clad referees to help. Set up the rules and get the crowd riled to bet on their favorite contenders.

NOTE: Please stay safe and follow social distancing guidelines.

Step 8

DON'T FORGET TO SAY THANKS!

Last but definitely not least, make sure you thank all your donors. Saying thank you will increase the likelihood that your supporters donate year after year.

The Participant Center gives you the option to automatically send your donors a thank-you email when they give online. However, it's always a good idea to personally thank each person who donates by sending them a handwritten note, or email, a text, a call, or giving them a shout-out on social media.



Sample Email Messages

- ❖ Despite what may be going on in the world around us, the need to provide compassionate care and resources to families of ill and injured children continues. I have joined the Walk for Kids so that I can help parents and kids stay together and close to the resources they need to support their sick child. This year, on April 30th, I will be participating in the Walk for Kids 5k in hopes of making it possible for even more families to access these critical services. Please support me by making a donation to my personal fundraising page. Every \$100 raised can help provide an overnight stay. Join me and let's make an impact for those in need.
- ❖ This year, I'll be supporting the Los Angeles Ronald McDonald House at the Walk for Kids. LARMH helps make it possible for families with ill and injured children to access vital healthcare services by providing cost - free meals and lodging for families. Every dollar you donate to my team can help make it possible for a family to receive a free meal or night stay at the Los Angeles House. More importantly, every dollar raised allows families to stay close to what they need most— each other. Would you consider making a \$XX donation to my campaign?
- ❖ Imagine a world where every family is able to stay together near the hospital, while their ill or injured child receives vital treatment. The Los Angeles Ronald McDonald works every day to provide this opportunity to all families. I believe in their vision and mission and that's why I'm walking on April 30th at the Walk for Kids! I hope you'll support me with a donation of \$XX this year.
- ❖ "Your child is sick" is something no parent wishes to hear. The Los Angeles Ronald McDonald House is an organization committed to keeping families together during the most difficult times. This year, I am joining Team XX to fundraise and support families when they need it most. Please support my efforts by making a donation to my personal fundraising page ([include link](#)).
- ❖ The last year has been challenging, which is why I wanted to send you a quick note to share with you something I am looking forward to. The Walk for Kids 5k is being held April 30th and I am committed to training, fundraising, and walking no matter what! Your support will help me make an impact on families of ill and injured children when they need it most. Check out my personal page ([include link](#)) to follow my journey and learn why the Los Angeles Ronald McDonald is so important to me.