



Walk for LOVE

2018 PARTICIPANT GUIDE

Why We Walk

“It wasn’t a given that Peyton would ever be able to walk so it was a huge milestone for us when she did. But we realize not all children have that ability and the Walk for Love represents an opportunity to support Shriners Hospitals in helping all children get the services they need to meet their greatest potential.”

— The Smith family



“I walk because I can! Without the love and support that I have received from Shriners Hospitals for Children—Salt Lake City, I would not be able to walk.” — Phoenix Small

“Just wanted to reach out and say how great the Walk was this year! It seems to get better and better each year. I also wanted to thank you for all that you do. Shriners Hospitals is an amazing place and I don’t think Moira would be where she’s at today if it wasn’t for Shriners. It’s not just the doctors, therapists, nurses, medical staff, etc, that make it amazing. It’s people like you, behind the scenes, who do what you do. THANK YOU!!” — Kerrie

This handy little guide is full of useful information that will make your fundraising efforts for Shriners Hospitals for Children® Walk for LOVE *easy peasy, lemon squeezy!*



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About Shriners Hospitals for Children®



Shriners Hospitals
for Children®

Shriners Hospitals for Children® provides all aspects of care for children with orthopaedic conditions, spinal cord injuries, burns, and cleft lip and palate, regardless of the families' ability to pay. Many of the common techniques and treatments that are used in most hospitals today were pioneered by Shriners Hospitals for Children.

Because of you and your support, we've been able to send Love to the rescue® to more than 1.3 million children since 1922.

Changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education.



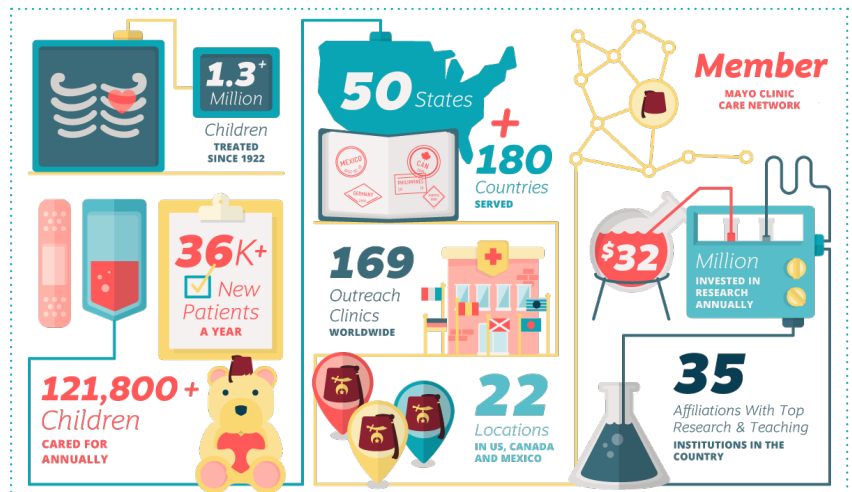


Our Locations

Boston, MA	Minneapolis, MN
Chicago, IL	Montreal, Canada
Cincinnati, OH	Philadelphia, PA
Erie, PA	Portland, OR
Galveston, TX	Sacramento, CA
Greenville, SC	Salt Lake City, UT
Honolulu, HI	Shreveport, LA
Houston, TX	Spokane, WA
Lexington, KY	Springfield, MA
Pasadena, CA	St. Louis, MO
Mexico City, Mexico	Tampa, FL

How We Use Funds

Shriners Hospitals for Children is dedicated to improving the lives of children, regardless of their families' ability to pay. Your donations will directly support the patients of our 22 Shriners Hospitals for Children locations across the United States, Canada, and Mexico.



Care Beyond Cost

ORTHOPAEDICS

We've treated orthopaedic conditions since the founding of our first hospital in 1922. With a large, full-time staff of pediatric orthopaedic surgeons, as well as a comprehensive team of physical, occupational, speech, and other therapists, we are able to provide customized care to each child.

BURN CARE

Since first treating burn survivors in the 1960s, we've pioneered some of the most significant advancements in burn care. We provide advanced care for burn injuries and related scarring, along with physical rehabilitation and emotional support.

SPINAL CORD INJURY

We were the first health care system in the country to develop spinal cord injury rehabilitation centers designed specifically for children. Our groundbreaking research has led to innovative treatment techniques, providing care that helps children lead a full, active, and healthy life.

CLEFT LIP AND PALATE

Our cleft lip and palate reconstruction program gives kids a reason to smile. Each treatment plan is crafted uniquely for the child by a team of experts working together to improve a child's eating, breathing, communication, self-esteem, and appearance.



Engage in Our Care

ADAPTIVE CAMPS AND SPORTS CLINICS

teach kids that there are no limits to what they can do.

EDUCATIONAL PLATFORMS like Be Burn Aware, Superheroes of Summer Safety, and Cut the Bull provide education to hundreds of thousands of children and families.

TRANSPORTATION PROGRAMS transport children and their caregiver to one of our 22 locations at no cost.

OUTREACH CLINICS provide screenings in underserved communities in the United States and around the globe to help children who can benefit from treatment at Shriners Hospitals for Children.

Walk for LOVE Registration

Register and start your own personal fundraising campaign or team! Follow these easy steps:

Visit walkforlove.org

Scroll down and find your city's Walk, then click **Learn More**

With your city's Walk page open, scroll down and select **Register**

Choose your registration type — **Individual**, **Join a Team**, or **Create a Team**

If you choose to register as an **Individual**, click the icon and the registration screen will open.

If you choose to **Create a Team**, you'll be prompted to enter the following information (you must enter all the information before clicking **Create Team**):

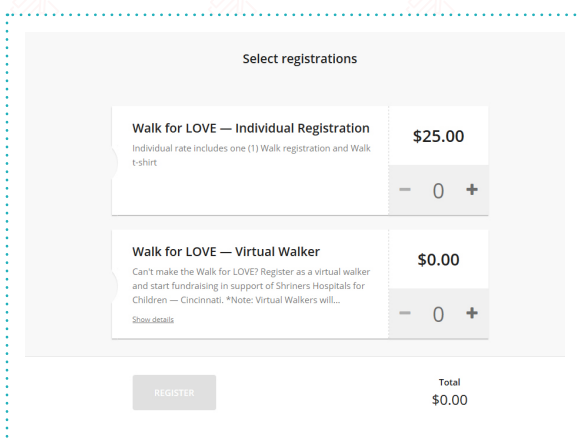
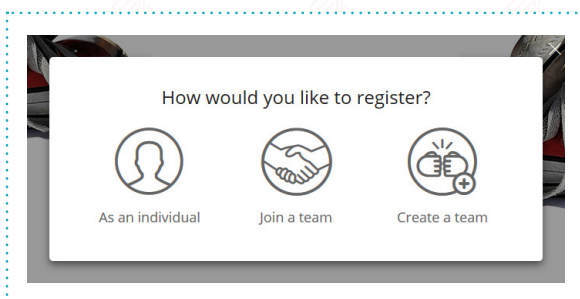
Team Name, Fundraising Goal, Team Page Headline

If you choose to **Join a Team**, a search bar will pop up where you can enter the name of the team you want to join. Search for your team and when it appears, simply click the team name.

Once you've chosen your registration type, you'll be prompted to do the following:

Purchase your Walk registration (Use the **+** sign to add registrations to your order).

Click **Register** to complete your registration.



On the registration page, you will enter the name, email, emergency contact, and t-shirt size of the Attendee (the walker). You'll also sign the event waiver for the Walk. *You MUST fill out all fields in order to move on to the next screen.*

Click **Next** once all the information has been completed.

You may enter an additional donation if you'd like to, but it's not required. Beneath the donation amount, you may choose to cover all credit card transaction fees so that 100% of your donation goes to SHC by clicking the box. *This is not required but very much appreciated.*

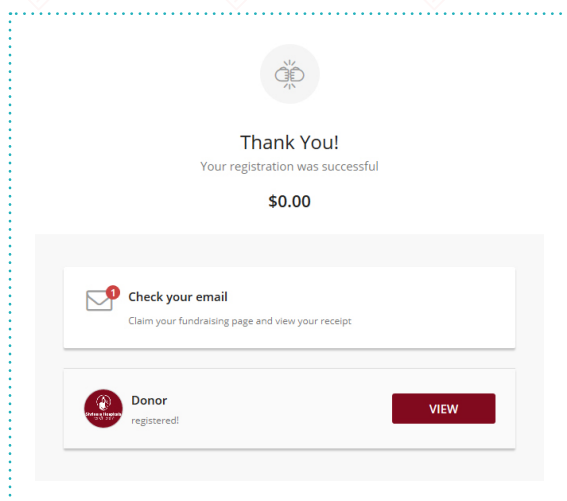
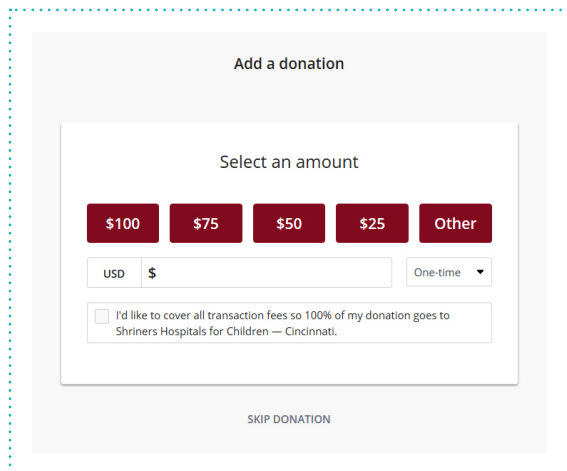
Click **Skip** to go to the next screen and complete your order if you do not wish to make an additional donation.

Enter the credit card information on the checkout screen.

Click **Purchase** when complete, and this will take you to your confirmation screen.

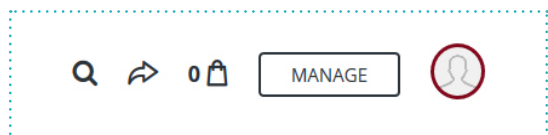
Congratulations, you're officially registered for Walk for LOVE!

Check your email inbox for your receipt and confirmation. You will also receive an email with a link to set up your own personal fundraising page so you can start raising money for Shriners Hospitals for Children!

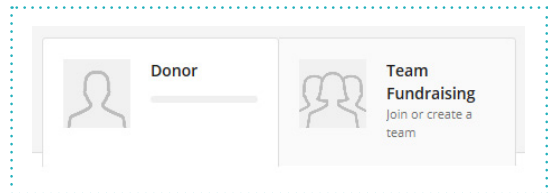


Updating Your Registration Type

If you registered as an individual, but would now like to **Create** or **Join a Team** instead, follow these steps:



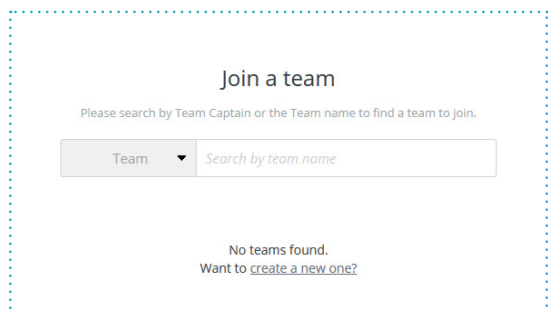
Click the Manage button at the top right of your dashboard once you are logged in.



Click the Overview tab and scroll down to the bottom

You will see a tab that says Team Fundraising — Join or Create a Team. Click that tab.

Once you click the tab, the screen will expand below the box. Click Join or Create a Team button.



Select either Join or Create a Team.

If you choose to Join a Team, a search box will appear and you can search for the team you wish to join.

If you choose to Create a Team, a pop-up will appear where you will fill in your Team Name, Team Goal, Page Headline, and a friendly team page URL. Click Create Team once all fields have been entered.

A screenshot of the 'Create your team' form. It has a heading 'Create your team'. The form contains four sections: 1. 'Team name' with a text input field and a red 'x' icon. 2. 'Set Team Fundraising Goal' with a dropdown for 'USD' and a text input for '\$ 500.00' with a red checkmark icon. 3. 'Team Page Headline' with a text input field containing 'Help us raise money for Shriners Hospitals for Children' and a character count '55/180'. 4. 'Set your Team Page's Short URL (optional)' with a text input field containing 'https://donate.lovetotherescue.org/ExampleShortUrl' and a placeholder 'Start typing'. At the bottom is a large grey button labeled 'CREATE TEAM'.

Follow the campaign steps previously outlined.

Fundraising

Whether this is your first time fundraising for Walk for LOVE, or you're a veteran, we want to show you just how simple it can be to reach your fundraising goal.

To begin, set your goal! Whether your goal is \$500 or \$5,000, adjust the minimum donation amount you're asking of each potential donor and/or increase the number of people you're going to ask. Not sure how to ask for support? Don't worry! An email template for you to use, as well as sample social media posts for you to push your ask even further, are included in this guide!

Some useful tips for setting your fundraising goals:



MAKE YOUR GOAL REALISTIC AND SIGNIFICANT

When people work hard to reach a strong goal, they feel a sense of pride and accomplishment when they succeed!



SHARE YOUR GOAL WITH EVERYONE

Put it on your individual fundraising page, in your emails, on social media posts, and in your fundraising appeal letter. Sharing your goal lets others see your commitment.



LEAD BY EXAMPLE

Making the first donation towards your goal helps set the bar. By making a personal donation, you are showing donors and teammates how important this cause is for you!



Using Social Media to Support Your Fundraising Goal

Tell your fundraising story on social media — let your network know who you're fundraising for, what your fundraising goal is, why you're fundraising, where the Walk of LOVE is going to be held, and when the event is taking place — and get your network excited for your cause!

*Take your Walk for LOVE campaign to the next level with the following great ideas! And remember to tag your journey with **#WalkforLOVE***

10 Easy Steps to Reach Your Fundraising Goal

- | | | | |
|----------|---|-----------|---|
| 1 | Donate to yourself. It all begins with you!
Your first \$50! | 6 | Ask 5 local businesses you frequently visit to donate \$50 each. \$250 |
| 2 | Ask 5 family members to donate \$25 each.
Look, there's another \$125! | 7 | Ask 5 members of an organization you belong to to donate \$20 each. \$100 |
| 3 | Ask 10 friends and neighbors to donate \$25 each. Add \$250 to your total! | 8 | Host a fundraising event (bake sale, garage sale, car wash, etc.)! \$200! |
| 4 | Ask 5 coworkers to donate \$15 each.
You just added \$75 to your total! | 9 | Ask your doctor, teacher, lawyer, trainer, tutor, etc. to donate \$25 each. \$50! |
| 5 | Just in case these asks didn't follow through, ask your boss for a company contribution of \$100 or more to push you to your \$500 goal! | 10 | Ask friends who aren't fundraising to share your link on their social media pages. \$50! |

Total: \$500+

If you're on a roll, keep it going! The following are some tips to get you to \$1000!

Total: \$1000+

Fundraising Ideas, A—Z

Below are a few great ideas to get your Walk for LOVE fundraising started off right! The sky's the limit, so be creative and turn your fundraising into *FUN*raising!

AUCTION — Recruit your team members to reach out to local businesses or places they visit often. Use your connections here to get cool prizes and host an in-person auction, or even online using your social media network of choice!

BASKET RAFFLE BINGO — This concept is the same as the bingo we all know and love except the prizes are themed baskets! Charge admission to the event and ask for basket donations from local businesses. The more baskets, the more chances to win!

CAR WASH — Car washes can be held at schools, churches, businesses, and even in your driveway!

DOG WALK — Get some exercise and raise money at the same time. Offer your services as a dog walker and charge per dog.

EMAIL FUNDRAISER — Send out an email with a personal message asking for a specific donation. Include a link to your fundraiser page.

FASHION SHOW — Let local apparel shops know about your fashion fundraiser and ask them to donate clothes for the show. Set a venue, grab your friends to model, and advertise the event on social media well in advance!

GUESS THE NUMBER — Put together a couple jars filled with any given number of candy and charge a fee per guess. The person whose guess is closest wins the jar!

HOST A PUB CRAWL — Connect with 3 or 4 breweries and see if they are interested in partnering with you to host a pub crawl. Pick a theme and run with it!

ICE CREAM SOCIAL — Get ice cream donated after lunch one day at the office and charge an entry fee for all-you-can-eat ice cream!

JAIL AND BAIL — This is a great option for kids' fundraising! Put your teacher, preacher or babysitter in "jail" until you reach your fundraising goal.

KARAOKE COMPETITION — Host this event at home or at a local restaurant. Secure a night, invite everyone you know, and offer a prize for the best karaoke singer.

LAWN MOWING — Offer to mow lawns on your street or in your neighborhood and ask for donations to support Walk for LOVE!

MOVIE NIGHT — Host a movie night outside and invite the whole neighborhood. Charge for entry and even have popcorn and drinks available for purchase.

NON-UNIFORM DAY — Charge co-workers a fee for being able to wear something other than their everyday uniform to work.

ORNAMENT AUCTION — This idea is for crafty people! Make holiday ornaments and sell them at a fair or online.

POTLUCK LUNCH — Task co-workers with making a dish for lunch and charge admission to the buffet.

RECIPE BOOK — Ask all your friends, team members, and coworkers for their favorite recipes to add to a recipe book. Brand it, print at the local printer, and sell it to raise funds!

SKIP IT (LUNCH, COFFEE, DESSERT) — Choose to skip something that you have on a regular basis. Whether this is lunch out or a cup of coffee from a local coffee shop, you will end up with almost \$20 extra dollars a week to put toward your fundraising page.

T-SHIRTS — Have team t-shirts made and order extra to sell to supporters who are interested.

USED BOOK SALE — Reach out to your friends and family on social media. See if they have any used books they are willing to donate and host a used book sale.

VOLLEYBALL TOURNAMENT — This doesn't have to be volleyball, if another sport suits you and your team better. Go for it!

WINE TASTING — Contact a local wine distributor or grocery store to donate a couple of bottles of wines for a small wine tasting event. Make this a weekly and/or monthly occasion to increase your fundraising efforts!

XTREME CHALLENGE — Challenge co-workers to raise a set amount of money to make you do something extreme (but safe)!

YARD SALE — Have a bunch of stuff that you've been meaning to get rid of? Host a yard sale and invite your team members to contribute, then use the cash raised toward your fundraising goal.

ZUMBA MARATHON — Host a Zumba marathon or class and ask for donations at the door.

Sample Emails

FUNDRAISING EMAIL

Dear [Insert name here],

I'm excited to announce that on [insert date here] I will be participating in the Walk for LOVE™ hosted by Shriners Hospitals for Children®! I am walking to raise money to support Shriners Hospitals for Children's three-part mission to provide innovative pediatric specialty care, offer outstanding medical education, and conduct world-class research.

I need your support to help me reach my personal fundraising goal of [insert goal here]. Any amount is really greatly appreciated! You can make a donation to my personal fundraising page at [insert url here], or make a contribution by cash or check. If you would like to join me to Walk for LOVE, I would love the support!

Together with your help and contributions, we can help kids be kids and send Love to the rescue® to many more children all over the world!

Thank you for your consideration!

[Insert Name]

[Insert fundraising page URL here]

For more information about Shriners Hospitals for Children, please visit Shrinershospitalsforchildren.org

P.S. Many companies will match donations, please check with your workplace to see if your donation could be matched and DOUBLE your impact!

Sample Social Posts

Join my Walk for LOVE team or donate today to Shriners Hospitals for Children and help me change the lives of children in our community and beyond! *(make sure to include your fundraising page link!)*

THANK YOU EMAIL

Dear [Insert name here],

Thank you for your generous donation to Shriners Hospitals for Children in support of my Walk for LOVE fundraising efforts!

Shriners Hospitals for Children® is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our staff provides all aspects of care for children with orthopaedic conditions, spinal cord injuries, burns, and cleft lip and palate, regardless of the families' ability to pay.

I hope you will visit Shrinershospitalsforchildren.org to learn more about the accomplishments of their 22 hospitals, and the impact on our community and beyond.

Thank you again for your support, and, most of all, for honoring all the children Shriners Hospitals has cared for who inspired you to give.

[Insert Name]

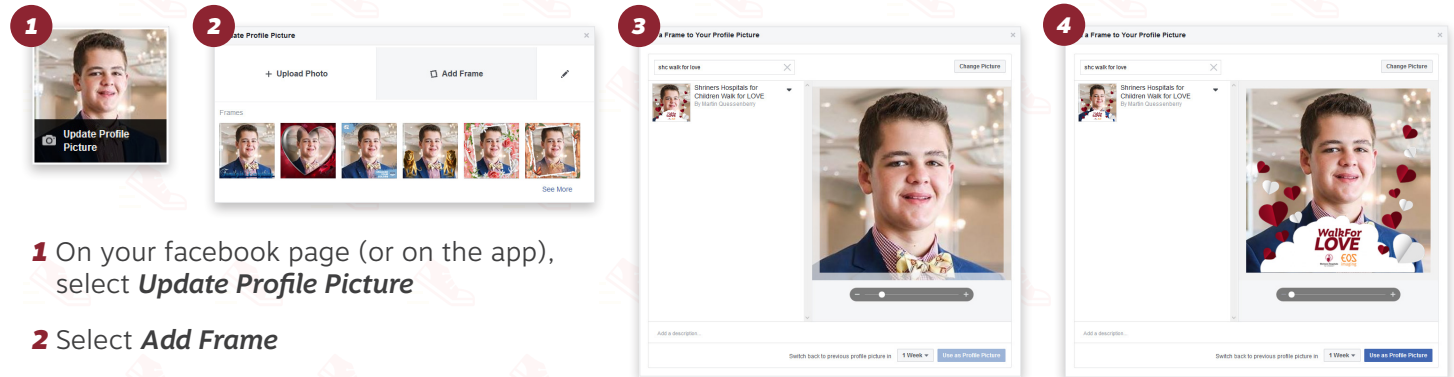
[Insert fundraising page URL here]

Facebook Frame

Let your social network know you support Shriners Hospitals for Children's Walk for LOVE with a custom Facebook frame for your profile picture! Once you've created it, you can use it across all your social media channels.

Here's how to load the frame for desktop and mobile devices:

To add to an **EXISTING** profile picture



1 On your facebook page (or on the app), select **Update Profile Picture**

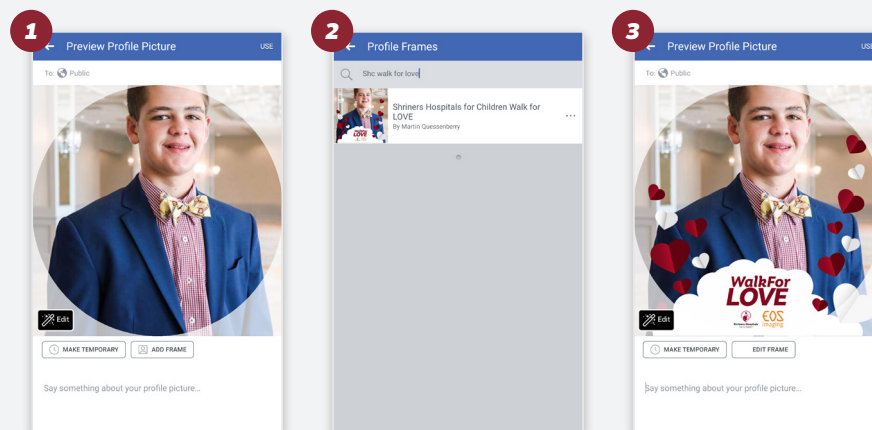
2 Select **Add Frame**

3 Search for **SHC Walk for LOVE**, select the frame

4 Crop, update expiration date for profile pic, and select **Use as Profile Picture**

Follow the same process for any photo in your cameral roll.

To add to a **NEW** profile picture



On your phone, tap on your profile picture to bring up the menu. Tap **Select Profile Picture**

Tap on the Camera and take your picture

1 Tap **Add Frame**

2 Search for **SHC Walk for LOVE**, select the frame

3 When you're all done, tap **Use**

Walk for LOVE Facebook Frame made possible by





DONATION TRACKING FORM

Participant's Information (please complete all requested information)

Walk for LOVE Location:

Participant Name:

Email: Phone:

Street Address:

City: State: Zip:

Team Name (if applicable):

Please make checks payable to **Shriners Hospitals for Children**. In the memo section, please note the Walk for LOVE location you are raising funds for. Please bring this form and all donations on Walk day.

Total Amount Collected should reflect totals from **all** tracking sheets.

Donor's Name*		Address/City/State/Zip*		Phone	
Amount		<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card			

Donor's Name*		Address/City/State/Zip*		Phone	
Amount		<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card			

Donor's Name*		Address/City/State/Zip*		Phone	
Amount		<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card			

Total Amount Collected: \$

**Provide donor's name and complete address so they may receive donation acknowledgment.*



ADDITIONAL DONATION TRACKING FORM

(Print as many of these out as you need. Remember to add the totals to the first Tracking form)

Donor's Name*	Address/City/State/Zip*	Phone
Amount	<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	

Donor's Name*	Address/City/State/Zip*	Phone
Amount	<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	

Donor's Name*	Address/City/State/Zip*	Phone
Amount	<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	

Donor's Name*	Address/City/State/Zip*	Phone
Amount	<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	

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Donor's Name*	Address/City/State/Zip*	Phone
Amount	<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	



To learn more about the mission of Shriners Hospitals for Children® visit Shrinershospitalsforchildren.org.

Interested in getting even more involved with a Walk for LOVE? Email us for more information at walkevents@shrinenet.org.

