



Shriners Stroll into
Summer
Virtual Walk

St. Louis
Shriners Stroll into
Summer Virtual Walk
2021 Tool Kit



Shriners Hospitals
for Children®—St. Louis

#STLStroll

Fundraising for the St. Louis Shriners Stroll into Summer Virtual Walk

Whether this is your first time fundraising, 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.

Fundraising Incentives & Swag

We're making fundraising **FUN** by offering a few incentives! Please see below and make sure to hit those goals so you can earn some great Virtual Walk swag.

Individuals who raise a minimum of \$100 receive:

- Official Stroll into Summer T-Shirt

Individuals who raise a minimum of \$250 receive:

- Official Stroll into Summer Tote

Individuals who raise a minimum of \$500 receive:

- Official Stroll into Summer Water Bottle and Bandana

Post pictures and videos of your walk using the hashtag #STLStroll and stay tuned for fun activities and raffle drawings in the weeks leading up to the event.



So You Want to be a Stroll Team Captain?

Your support allows Shriners Hospital – St. Louis to achieve our goal of providing amazing care to the kids we serve.

We are here to ensure that you and your team have a fun and successful Stroll.

Another great way to participate is to set up a team. You can motivate each other, challenge your other team members all while fundraising for Shriners.

AS A TEAM CAPTAIN, YOUR PRIMARY RESPONSIBILITIES ARE TO:

- Set a goal to recruit at least fifteen co-workers, friends and family members to join your team. There is no limit to the size of your team! You'll receive the cheer kit when you get 15 team members!
- Use our Online Fundraising Tools to create and personalize your own Team Page, send personal emails to recruit team members and raise funds and track online donations.
- Encourage your team members to use our Online Fundraising Tools. Ask them to set up their Personal Web Pages and send emails to their co-workers, friends and family members to raise funds.
- Send regular updates to team members and encourage them to set and surpass their fundraising goals. Remind them of the fun swag they get!
- Share fundraising tips and team progress with your team members.
- When you get your cheer kit, try to take a group photo (as appropriate) and share it with us and on your social media page.
- Ask your team members to give you any donations received offline and then send them into the St. Louis office.

Team Challenge

TEAM COMPETITION

Once you have 15 team members, you will receive a cheer kit that includes fun items to use for social media posts, videos, etc. that you can tag with our #STLStroll.

Once you've hit your goal, one of our STL Stroll members will contact you. If you have questions please contact **Lori O'Donnell at 314-892-8330.**

DISTANCE TRACKING APPS

- Stridekick
- Map my walk
- Fitbit (no Fitbit required)
- Google Fit

Offline Donations

Did someone give you a cash or check to support your fundraising efforts? If so, please mail those donations to the address on the right and be sure to include the following information:

1. Specify donation is for St. Louis Shriners Stroll into Summer Virtual Walk
2. Donation with donor contact information (so we can thank them!)
3. Donation amount (if not specified)
4. Your full name, team name and email address you used to set up your fundraising page (so we can credit donations to your page)

Lori O'Donnell, Development

Shriners Hospitals for Children –
St. Louis
440 Clayton Ave.
St. Louis, MO 63110
314-892-8330

For more information and to register, please email lori.odonnell@shrinenet.org or visit StrollintoSummer.org

10 Easy Steps to Reach Your Fundraising Goal

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|----------|---|-----------|---|
| 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 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+

Start fundraising for **#STLStroll TODAY** by visiting StrollintoSummer.org

Using Social Media to Support Your Fundraising Goal

 @ShrinersSTL

 @ShrinersHospitalStl

 @ShrinersStLouis

Tell your fundraising story on social media — let your network know you're participating in the St. Louis Shriners Stroll into Summer Virtual Walk!! Share your fundraising goal, why you're fundraising for Shriners Hospitals for Children — St. Louis, and encourage your friends and family to join you!

- *Share your progress with us on social media!*
- *Follow us on Facebook at @ShrinersSTL and Instagram, at @ShrinersHospitalStl, and Twitter @ShrinersStLouis.*
- *Post pictures and videos of your walk using the hashtag #STLStroll.*
- *Stay tuned for fun activities and raffle drawings.*
- *Please make plans to join us for Father's Day at the Finish Line Celebration!*
- *Keep an eye on your email, and our social media pages for details.*



About Shriners Hospitals for Children®



Shriners Hospitals
for Children®

Shriners Hospitals for Children® is a Pediatric specialty hospital system dedicated to improving children's lives through:

- Specialized treatment of orthopaedic conditions, burns, spinal cord injuries, and facial plastic surgery.
- Committed to providing expert, family-centered care regardless of the patient's ability to pay.
- Innovative research
- Physician education

Delivering the most amazing care through innovative pediatric specialty care, world-class research and outstanding medical education.



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

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

TRANSPORTATION PROGRAMS transport children and their caregiver to one of our St. Louis hospital at no cost.

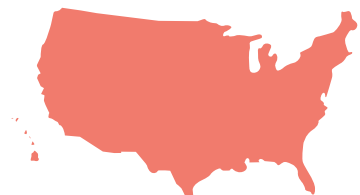
OUTREACH CLINICS provide screenings in underserved communities in the United States and around the globe to help children who can benefit from treatment at Shriners Hospitals for Children. Contact Gail Chellis at 314-692-6437.



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 Shriners Hospitals for Children locations across the United States, Canada, and Mexico.

Shriners Hospitals for Children – St. Louis Hospital Fact Sheet



Over **1.4 million** children have been cared for at Shriners Hospitals for Children in North America.

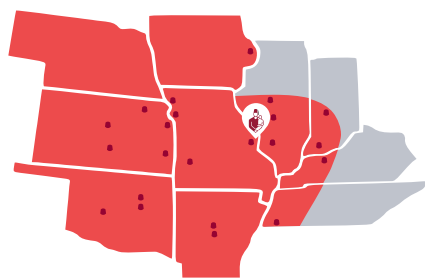
Over **110,00** children with pediatric orthopaedic conditions have been treated at Shriners Hospitals for Children – St. Louis.



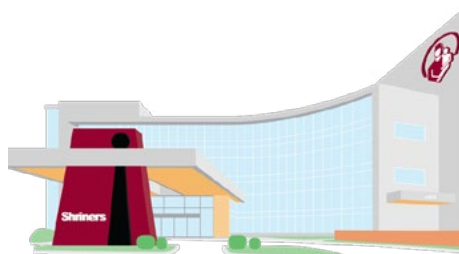
The most common conditions treated are (among others):

Hip
Spine
Clubfoot
Hand
Limb-length discrepancy

Upper and lower limb anomalies
Rare bone diseases
Fracture Care/
Sports Injuries



St. Louis serves **9** Midwestern states with the support of **22** temples.



Shriners Hospitals for Children – St. Louis has cared for children since **1924**.



Committed to providing expert, family-centered care regardless of the family's ability to pay nor is a prior relationship to/referral from a Shriner required.



Shriners Hospitals for Children – St. Louis is recognized by US News & World Report as one of America's top pediatric orthopaedic hospitals.

For more information about Shriners Hospitals for Children – St. Louis:



Shriners Hospitals
for Children®–St. Louis

shrinershospitalsforchildren.org/st-louis

Main: 314-432-3600 • **Referrals:** 800-850-2960

4400 Clayton Ave. • St. Louis, MO 63110

Follow us on Social Media:

 @ShrinersSTL

 @ShrinersStLouis

 @ShrinersHospitalSTL