



# ***Boston***

***Shriners Hospital  
Virtual Haunted  
Walk 2021 Tool Kit***

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**VIRTUAL  
HAUNTED  
WALK** 

**OCTOBER 24 - NOVEMBER 1**



**Shriners Hospitals**  
for Children  
Boston, Massachusetts

# 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.*





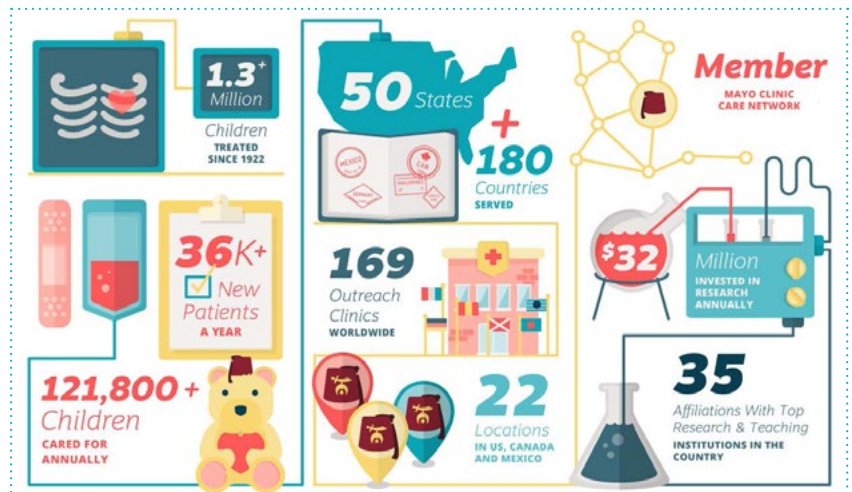


## Our Locations

Boston, MA	Montreal, Canada
Chicago, IL	Philadelphia, PA
Shriners Children's Ohio	Portland, OR
Erie, PA	Sacramento, CA
Shriners Children's Texas	Salt Lake City, UT
Greenville, SC	Shreveport, LA
Honolulu, HI	Spokane, WA
Lexington, KY	Springfield, MA
Pasadena, CA	St. Louis, MO
Mexico City, Mexico	Tampa, FL
Minneapolis, MN	

## 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.





## Care Beyond Cost

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### 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

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### 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.

# Boston Shriners Hospital Virtual Haunted Walk 2021

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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.

Don't forget! Raise \$125 to receive a limited-edition Boston Shriners Hospital Virtual Haunted Walk 2021 Water Bottle or raise \$250 to receive a tote bag AND a limited-edition Boston Shriners Hospital Virtual Haunted Walk 2021 T-shirt.

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. Post pictures and videos of your walk using the hashtag #BOSHauntedWalk.



## **LEAD BY EXAMPLE**

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

## Offline Donations

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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 Boston Shriners Hospital Virtual Haunted Walk 2021
2. 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)

### **Carolyn Wahto, Development**

Shriners Hospitals for Children —  
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For more information and to register, please email [cwahto@shrinenet.org](mailto:cwahto@shrinenet.org) or visit [BostonHauntedWalk.org](https://BostonHauntedWalk.org)

## Fundraising Incentives & Swag

We're making fundraising **FUN** by offering a few incentives! Raise enough to hit the goals below and earn some great Virtual Walk swag.

Individuals who raise a minimum of \$125 receive:

- Official Boston Shriners Hospital Virtual Haunted Walk 2021 Water Bottle

Individuals who raise a minimum of \$250 receive:

- Official Boston Shriners Hospital Virtual Haunted Walk 2021 T-shirt

Post pictures and videos of your walk using the hashtag #BOSHauntedWalk and stay tuned for costume prizes and raffle drawings during the week of the walk!



## 10 Easy Steps to Reach Your Fundraising Goal

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

**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 **#BOSHauntedWalk TODAY** by visiting [BostonHauntedWalk.org](http://BostonHauntedWalk.org)





## Using Social Media to Support Your Fundraising Goal



Tell your fundraising story on social media – let your network know you are participating in the Boston Shriners Hospital Virtual Haunted Walk 2021!! Share your fundraising goal, why you're fundraising for Shriners Hospitals for Children – Boston, and encourage your friends and family to join you!

*Share your progress with us on social media!*

*Follow us on Facebook, Instagram, LinkedIn, at @BosShrinersHospital and on Twitter at @BosShrinersHosp.*

*Post pictures and videos of your walk using the hashtag #BOSHauntedWalk.*

*Stay tuned for costume prizes and raffle drawings held during the week of the walk!*



## Get in the Spirit of Halloween - Fundraising Ideas

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**Please make sure you and your participants stay safe - wear masks, practice social distancing, and use hand sanitizer!**

**PUMPKIN SALE —** Have your boo crew decorate pumpkins and sell them for donations around the neighborhood.

**PUMPKIN CARVING —** Host a pumpkin carving contest on social media. Charge participants (by donating to your fundraising page) for entering the contest and award the winner with a spooktacular prize. OR ask for a donation to carve a pumpkin from your friends and family.

**DECORATE YOUR PORCH CONTEST —** This unique and creative Halloween fundraising idea is sure to create interest and buzz amongst your supporters or within your local community. Challenge your neighbors to decorate their porch or front door. Have them send you photos and charge them (by donating to your fundraising page) for entering the contest and award the winner with a spooktacular prize.

**PET COSTUME CONTEST —** Dress up your creepy crawler and post pictures. Challenge your friends to do the same. Charge participant (by donating to your fundraising page) for entering the contest and award the winner with a spooktacular prize.

## Fundraising Ideas, A—Z

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Below are a few great ideas to get your 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!

**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.

**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 wine 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 —** Do you 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.

*For more fundraising tips and tricks, please contact Carolyn Wahto at [cwahto@shrinenet.org](mailto:cwahto@shrinenet.org).*