



Portland

Walk for LOVE

2023 ToolKit



Shriners
Children's™
Portland

#PORWalkForLove

Fundraising for Walk for LOVE — Boo at the Zoo 2023

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.

All in-person registered participants will receive one regular admission ticket to the Oregon Zoo (valid only on October, 21, 2023) and event beanie.

Fundraising Incentives & Swag

For every \$100 raised, you will receive one raffle ticket which can be used to win a variety of **spooktacular** prizes!

Post pictures and videos during the walk using the hashtag #PORWalkForLove and follow our social media accounts!



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 Walk for LOVE — Boo at the Zoo with donor contact information (so we can thank them!)
2. Donation amount (if not specified)
3. Your full name, team name and email address you used to set up your fundraising page (so we can credit donations to your page)

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For more information, please email Lynda Luce at lluce@shrinenet.org or visit WalkforLovePortland.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+

Total: \$1000+

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

Start fundraising for **#PORWalkForLove TODAY** by visiting WalkForLovePortland.org

Using Social Media to Support Your Fundraising Goal



@ShrinersHospital.
Portland



@ShrinersPortland



@ShrinersPDX

Tell your fundraising story on social media — let your network know you're participating in the Portland Walk for LOVE — *Boo At The Zoo* benefiting the Shriners Hospitals for Children — Portland and encourage your friends and family to join you!

- *Share your progress with us on social media!*
- *Follow us on Facebook at @ShrinersHospital.Portland, Instagram at @ShrinersPortland, and Twitter @ShrinersPDX.*
- *Post pictures and videos of your walk using the hashtag #PORWalkForLove.*
- *Like and follow for fun activities.*
- *Keep an eye on your email and our social media pages for details.*



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 #PORWalkForLove



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!

Get in the Spirit of Halloween — Fundraising Ideas

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

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 FUNraising!

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!

JEWELRY MAKING/SELLING — If you have high value pieces you're looking to donate, an auction could be the best route for you. Or if your skill set lies in making, why not put on a 'make-your-own' craft session? This could even be virtual!!

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.





CAN'T MAKE IT IN PERSON? WALKING IDEAS FOR YOU AND YOUR BOOS!

DETERMINE YOUR DISTANCE

Walk or run for miles towards your individual or team fundraising goal. To help you accomplish your *Boo at the Zoo Walk*, click on the route below for some ***fab-boo-lous*** fun!

- ▶ Forest Park Witch's Castle Classic Loop
Portland, OR (6 miles)
- ▶ Ghost Runners Route
Vancouver, WA (3 miles)
- ▶ Pumpkin Ridge Loop
North Plains, OR (5.8 miles)
- ▶ Witch Hazel, Hillsboro, OR (2 miles)
- ▶ Halloween Loop, Lents, OR (4 miles)
- ▶ Scary Run Half Marathon Course
Camas, WA (13.1 miles)

To use these routes, download the free [MapMyWalk](#) app onto your phone, Fitbit or other device with GPS tracking and create an account. Search routes by entering the name of one of the suggested routes above or search for one in your neighborhood. Choose your place, time and distance!

Other Apps that might help you track your distance:

- [Strava](#)
- [Stridekick](#)
- [Google Fit](#)
- [Apple Health/Activity](#)
- [Fitbit](#) (Fitbit watch not required)

MORE VIRTUAL WALK IDEAS

- Local parks
- Bike path in your neighborhood
- Tour your own town
- Walk on the treadmill at a gym and invite friends to join
- Walk to the grocery store
- Walk to a restaurant
- Map out a route and pick up friends to join you as you pass their houses

Don't forget: if your friends and family are far away they can always cheer you on by donating to your fundraising page!



About Shriners Hospitals for Children — Portland



Shriners Hospitals for Children — Portland is changing lives every day through innovative pediatric specialty care. The Portland Shriners Hospital focuses on a wide range of pediatric orthopedic conditions, including anything from fractures and sports injuries to rare diseases and syndromes. Our medical staff are leaders in the field of pediatric orthopedics, anesthesiology, pain management, spine conditions, cleft lip and palate care, and rehabilitation. Designed with convenience in mind for patients and their families, the hospital offers a full range of services and resources under one roof so children can receive care for all of their orthopedics needs in one building, regardless of a families' ability to pay. Our inpatient and outpatient units are designed to reflect the unique character of the Pacific Northwest and put children and families at ease.

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



Care Beyond Cost

ORTHOPEDICS

We've treated orthopedic conditions since we opened our doors in 1924. With a large, full-time staff of pediatric orthopedic surgeons, as well as a comprehensive team of physical, occupational, speech, and other therapists, provide customized care to each child.

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 CLINICS

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

INNOVATIVE RESEARCH improves patient treatment and care through years of clinical trials, significant breakthroughs, and expanding our body of medical knowledge of the diseases we treat.

SPECIALTY CLINICS are multidisciplinary clinics for patients with rare, complex conditions who benefit from a collaborative approach to care with multiple medical specialists. Ultimately these clinics result in the most well-rounded, thorough and comprehensive care for each patient.

OUTREACH CLINICS in order to make care accessible to patients wherever they may live, we offer a range of services to expand our reach, including telehealth visits and outreach clinics. Each year, Portland Shriners Hospital staff travel to the locations of our outreach clinics (Pendleton OR, Bellingham WA, and Anchorage AK) in order to bring excellent orthopedic care closer to our patients. Recently, we converted our Medford/Rogue Valley outreach clinic to an offsite clinic that is open every Saturday and staffed by a Shriners Children's Portland physician. The new clinic increases access to our services for our patients in southern Oregon.

How We Use Funds

Shriners Hospitals for Children is dedicated to improving the lives of children, regardless of their families' ability to pay. Funds raised from Walk for LOVE will benefit the patients who receive care at Shriners Hospitals for Children — Portland.



by the NUMBERS 2022



Outreach Clinics



19,012



therapy
procedures

4,542
O&P patient visits



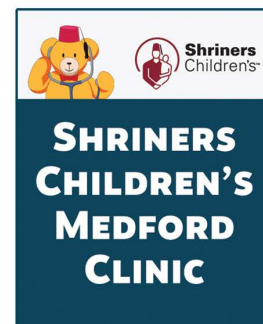
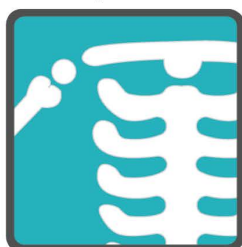
453



Motion Analysis
Center visits



10,646
radiology
procedures



Learn more at shrinerschildrens.org/portland