Sunday, June 11, 2017
The one walk for every child

FUNDRAISING TIPS
## Event Overview

Each year, thousands of hospital supporters come out for a day of family fun at the Eversource Walk for Boston Children’s Hospital. We’re so excited to have you walking with us in 2017!

### Event Date
Sunday, June 11, 2017

### Where
DCR Hatch Shell  
Boston, MA

### Distances/Start times
- 6-mile walk at 10 am  
- 2-mile walk at 11 am

### Registration fees
- $25 for adults* (13 and up)  
- $5 for children (12 and under)  

Register at bostonchildrens.org/walk

* Please note: adult registration fees will increase as the event approaches ($30 on May 1, $35 on June 1, and $40 on June 9). Register early to take advantage of discounted pricing!

### Fundraising minimum
- $200 for adult walkers (13 and up)  
- Children (12 and under) can fundraise, but it’s not required.

### Miracle Makers
Adults who raise $1,000 or more, and children who raise $500 or more, by May 8, receive Miracle Maker recognition at the event—including special t-shirts, bibs and VIP access to lunch. Walkers who achieve Miracle Maker status by the July 1 fundraising deadline will be invited to a reception in the Fall.

### Activities
Complimentary food, live music, face painting, and family-friendly activities

### Contact information
888.758.3288  
bostonchildrens@charitydynamics.com  
bostonchildrens.org/walk

## Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>May 8</td>
<td>Must reach Miracle Maker status by this date to ensure Miracle Maker benefits on Walk day</td>
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<tr>
<td>June 1</td>
<td>Last day to order honor flags</td>
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<tr>
<td>July 1</td>
<td>Fundraising deadline</td>
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Simple Steps to Reach Your Fundraising Minimum

When you walk, you raise funds that help Boston Children’s deliver life-saving care, propel promising research, and provide the special touches that let kids be kids. Whether it’s your first time fundraising or your fifth, we want to help you succeed.

Kick-start your fundraising

Follow these three steps to help meet your $200 fundraising minimum:

1. Donate $25 to yourself
2. Ask 4 family members to match your donation at $25 each
3. Ask 3 friends on Facebook to donate $25 each

Use Social Media

From registration to Walk day, let your social media followers and friends share in your experience and support your efforts. And now, it’s easier than ever to fundraise on Facebook: log into your Fundraising Center and follow the prompt to connect with Facebook. From there you’ll be able to change your profile picture and cover photo to Walk images, set up automated posts, and get ideas for content!

A few other tips & tricks for fundraising on social media:

- **Use pictures**: Photos, especially close-ups, stand-out from the crowd.
- **Keep it short**: People move quickly—make your posts impactful but brief.
- **Include a link to your personal fundraising page**: Make it easy to donate!
- **Hashtag your posts**: #WalkforBCH
- **Connect with us**: Like Boston Children’s Hospital on Facebook (facebook.com/WalkforBostonChildrens) and follow us on Twitter (@helpkids). Tag us or re-tweet us to gather attention and followers.
- **Give thanks**: When friends donate, post a note of thanks and tag them! This will encourage others.

NEW in 2017: Want to take your fundraising on-the-go? Visit the App store and search “Eversource Walk for Boston Children’s Hospital” and download our new fundraising app! Log in with the same information you use to access your online Fundraising Center and you’ll be able to take advantage of this new user-friendly, mobile tool!
Create an Email Campaign

- **Grab their attention:** Your subject line is the first thing recipients see—make it stand out!
  For example:
  - Help me help kids!
  - I’m walking to help kids. Will you join me?

- **Share your story:** Whether you walk for yourself, someone you know, or simply to help kids in need—share your motivation. People want to know why Boston Children’s is important to you—make it important to them, too.

- **Include a call-to-action:** Tell them to donate (or walk with you) and include simple instructions.

- **Link to your personal fundraising page:** Include the link every time you ask for a donation. Your link is automatically included when you send an email from your Fundraising Center!

- **Show some gratitude:** Thank donors using the “thank you” postcards in your welcome packet.

- **Don’t spam your contacts:** Send contacts an initial email asking them to donate and occasionally update them on your progress—but be respectful of their inboxes.

Inspire Support

As you’re fundraising, people will ask you, “Why should I give?” Share the most powerful reason: helping kids at Boston Children’s Hospital. Whether it’s your own child or one of the countless patients who are being treated at Boston Children’s, their dollars will go a long way in supporting the care provided here at the #1 pediatric hospital. Be sure to check out the back cover of your Welcome Packet for fast-facts you can use to show donors what their giving makes possible.

Thank you!

We appreciate all that you do to support Boston Children’s Hospital—and we want to help you along the way. Feel free to contact us during your fundraising journey.

Contact Info

**Phone:** 888.758.3288  
**Email:** bostonchildrens@charitydynamics.com  
**Web:** bostonchildrens.org/walk  
**Facebook:** facebook.com/WalkforBostonChildrens  
**Twitter:** @helpkids  
**Hashtag:** #walkforBCH