Sunday, June 10, 2018
The one walk for every child

FUNDRAISING TIPS
Important Dates

May 7  Must reach Miracle Maker status by this date to ensure Miracle Maker benefits on Walk day

June 1  Last day to order honor flags

July 1  Fundraising deadline

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
   - $25

2. Ask 4 family members to match your donation at $25 each
   - $100
   = $200

3. Ask 3 friends on Facebook to donate $25 each
   - $75

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.

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:
  o Help me help kids!
  o 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