



 The Children's Hospital of Philadelphia®

# **BUDDY WALK® & FAMILY FUN DAY**

## **A Guide for TEAM FUNDRAISING**



**[CHOPBuddyWalk.org](http://CHOPBuddyWalk.org)**

 The Children's Hospital of Philadelphia®



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## **BUDDY WALK® & FAMILY FUN DAY**

**What?** The Buddy Walk® and Family Fun Day began 14 years ago to raise funds, promote acceptance and inclusion of people with trisomy 21 (Down syndrome), and to have a great time. Last year, more than 3,300 children, teens and adults joined the party and raised thousands of dollars to support the Trisomy 21 Program at The Children's Hospital of Philadelphia. The annual event features a festive atmosphere that includes games, athletic activities, moon bounces, arts and crafts, music, mascot appearances, and more. It's a joyous celebration of individuals with Down syndrome and their families.

**Where?** Villanova Stadium

**When?** Sunday, Oct. 4 – Registration begins at 9 a.m., event begins at 10 a.m.

**Who benefits?** The Trisomy 21 Program at The Children's Hospital of Philadelphia would not exist as it does today without the tremendous support of the Buddy Walk. By providing steady funding for staff and infrastructure since the launch of the program in 2003, the Buddy Walk has been the catalyst for growing our multidisciplinary care and research team.

In the past decade, the Buddy Walk has raised more than \$2 million to build the Trisomy 21 Program at CHOP.

**How can I form our team?** *Read on!*

# STEP ONE

## Register

### Registering a Team

Start by identifying a team captain — this could be you! That person then needs to register the team on [CHOPBuddyWalk.org](https://CHOPBuddyWalk.org).

1. Click “Register” at the top of your screen.
2. Select your participation type.
3. Select “Create a Team” and choose a team name (i.e., Team Smith). Follow the prompts and enter your personal fundraising goal as well as your team fundraising goal. *(You can change these later.)*
4. Enter your contact details and finalize your registration. If you would like to register additional team members, you will have this option after finalizing your registration.

Congratulations — your team is set up! Now all of your team members can register online at [CHOPBuddyWalk.org](https://CHOPBuddyWalk.org) and join your team.

### Registering as a Team Member

1. Go to [CHOPBuddyWalk.org](https://CHOPBuddyWalk.org) and click “Register” at the top of your screen.
2. Select your participation type.
3. Select “Join a Team.”
4. Search for the name of the team you’d like to join.
5. Follow the prompts and enter your personal fundraising goal. *(You can change it later if you wish.)*
6. Enter your contact details and finalize your registration. If you would like to register additional team members, you will have this option after finalizing your registration.

Each team has its own team fundraising page, which the team captain can personalize with photos, videos, messages and more. As members of the team register, they will get their own personal fundraising pages, all linked to the team page. They, too, can personalize their pages, and their friends and family can make gifts (via credit card) directly on either fundraising page. And as any member of the team raises money for the Trisomy 21 Program, the total will rise on the team’s site.

# STEP TWO

## Set Your Goals

As the team captain, you set an overall fundraising goal for your team as a marker to measure your success.

Think about how many participants your team will have. In the past, Buddy Walk teams have had anywhere from five to 100 members.

Next, think about a target goal for each member. On average, participants raise \$25 to \$50 each, but many raise hundreds or even thousands more.

Think \$100 is too much? Here are five simple steps you can share with your team:

### How to Raise \$100 in Five Days

DAY	TOTAL
1) Create your fundraising page at <a href="http://CHOPBuddyWalk.org">CHOPBuddyWalk.org</a> and make your own \$10 donation.....	\$10
2) Ask three friends for \$10.....	\$40
3) Ask two coworkers for \$10.....	\$60
4) Ask two neighbors for \$10.....	\$80
5) Ask two relatives for \$10.....	\$100



# STEP THREE

## Write Your Personal Story

Personal stories help show people why The Children's Hospital of Philadelphia and Buddy Walk are important to you. As team captain, you can tell your team's story on your fundraising page. You can also adapt this story for any emails/letters you send to your network asking for donations. As you write, keep in mind:

- Balance fact with feeling. Share your or your loved one's experience with Down syndrome. Emphasize personal details and speak from the heart, but also include details about the event and remind them to ask if their employer offers matching gifts.
- Include a picture of your loved one.
- Share your team's fundraising goal.



# Personal Story Example

Here is one family's story, written to raise money for Buddy Walk:

*Dear Friends,*

On November 8, 2010, Evan Marcus Rothholz was born. We knew he was amazing, special and wonderful, but what we didn't know until a little while later was that he had Down syndrome.

Down syndrome is a genetic condition in which a child has a complete or partial extra copy of the 21st chromosome. While medical professionals often tell parents of the delays, challenges and health issues that come along with Down syndrome, they often forget to tell parents about the determined spirit, dynamic personalities and great potential for achievement people with Down syndrome have.

In our 4 1/2 years with Evan, we've learned that milestones come later, but they do come. Evan has made great strides since last year. He now knows all his letters and their sounds and knows numbers 0 through 12. He's writing letters with help and can spell his name. He's learned many skills at The Little Gym and has just started playing soccer! Evan has the support of family, friends, a great therapy team and the Trisomy 21 Program at CHOP. Everyone who supports him guides him toward new milestones, helping him achieve.

Through our engagement at the local and national level, we've learned that it is very important to continue to raise awareness for Down syndrome. Though many in our circle of friends and family understand that Evan and his friends with Down syndrome have great potential, there are many more who are still learning about their great promise. Part of the funding from the Buddy Walk is dedicated to raising awareness for Down syndrome.

It is so important to raise funds for the Trisomy 21 Program at CHOP. Much of the funding we raise as a team will support research, services, community education and outreach. CHOP's Trisomy 21 Program means so much to us: Staff there have identified issues critical to Evan's health and development and have helped us connect with other families also touched by Down syndrome. The funds we raise will allow CHOP to continue the program and hopefully expand services to better meet the needs of the Down syndrome community.

We couldn't be a team without a group of wonderful participants and supporters. They say it takes a village to raise a child, and that is especially true of a child with Down syndrome. Thank you for being part of our village and our team.

*Go Team Evan!*

Julie Gerhart-Rothholz and Mitch Rothholz





# STEP FOUR

## Develop Your Network

Once your team members have written their personal stories, it's time for each of them to build their network. The larger your list is from the start, the more money you will raise!

### **Start by gathering names from your:**

Email addresses/address book • Holiday card lists • Social networking sites

### **Think about:**

People you see every day • People from your past • Businesses you frequent

### **Some ideas:**

- Your relatives
- Your lawyer
- Your child's pediatrician
- Friends from your old job
- Your son's or daughter's scout leader
- People from your lodge or club
- Friends from school or college
- Your florist
- People who sell you clothing
- Members of your hobby group
- Your babysitter
- Your painter/decorator
- Friends from your old neighborhood
- Your insurance agent
- Your next door neighbor
- Your car salesperson
- Your CPA
- Your travel agent
- People you know through your spouse
- Close family friends
- Business contacts
- People you know through your children
- Friends from your present job
- Your dry cleaner
- People who sell you groceries
- Members of your sports team
- Your letter carrier
- Your plumber
- Members of your church or synagogue
- Your children's principal
- Your veterinarian
- Your landlord
- Your best lunch date
- Your wedding attendants
- Your car repair person
- Your hairdresser or barber

Assemble a master list of people to approach, including their email addresses. If you plan to send solicitations by mail, collect their mailing addresses as well.

# STEP FIVE

## Share Your Story

Each of your team members is a fundraiser, and together, you are a fundraising powerhouse! Many teams and individuals choose to hold email/letter-writing campaigns.

- Craft your story into a **one-page letter or equivalent-length email**. Share your personal story as well as **facts about the event** and who it benefits (see page 2).
- Don't limit your donors, but **ask for a specific range**. For example, "\$10, \$20, \$50 or whatever your budget will allow."
- Remind donors to check if their employers offer **matching gifts**.
- Be sure that you're **blind copying** (bcc) the recipients of your email. They don't need to know who else is receiving your note, and it helps prevent unwanted "reply all" emails.
- If you're writing letters, include a **self-addressed stamped envelope**, making it easy for your recipients to send you a donation. Include a quick **handwritten note** on each letter; it can be something as simple as, "Hope you can support us and help support CHOP's Trisomy 21 Program!"
- As team captain, you may choose to provide your teammates with text (your story and request for donations) that they can modify and send to their family and friends. Or each member of the team can write his or her own.

Explain to your audience the best ways to donate:

- Make a credit card gift directly on your fundraising page — and provide the link. (*preferred*)
- Provide you with a check payable to The Children's Hospital of Philadelphia Foundation/Buddy Walk, which you will then mail in. (*Please write your team name on the memo line.*)

If you don't hear back from some of your friends and family, don't be shy about following up. Some people just need a friendly reminder.



# STEP SIX

## Say “Thank You”

It’s never the wrong time to say thank you! It is best to thank people as soon as you receive their donation, but also follow up after the Buddy Walk to report on your experience and share photos of the day. You may want to craft one communication for the entire team, to make it easier on your team members and ensure that you reach all of your team’s sponsors. Involving your donors helps them feel part of the fun — and may help you get donations for next year’s Buddy Walk!



# Online Fundraising Tools

## The Dashboard

Each member of your team can log into [CHOPBuddyWalk.org](https://CHOPBuddyWalk.org) and view his or her dashboard. Each of you can click “Account Login” in the upper right, and enter your email address and password.

*On the Dashboard, you will see information about you and your participation in the event:*

- Number of donations you’ve received
- Your rank among your team members in terms of total dollars raised
- Your rank overall among all Buddy Walk participants
- Your largest gift
- Your average gift

Click on the “Your Team Fundraising” tab and you will see the same information about your entire team — number of team members, how many donations received and how you rank in the event total. This information will be available to every member of your team. Team captains have the extra responsibility of managing the team’s site. From the dashboard, the team captain can modify the team page.

## Fundraising Pages

Each participant in Buddy Walk has a personal fundraising page, and his or her team has one as well. Only the team captain can edit the team page.

In the lower right of your Dashboard, under the “Your Fundraising” heading, click on “Your Fundraising Page” to view or edit your public page. There you can add all kinds of information about you and why you’re invested in this cause:

- Upload your profile photo.
- Create a custom URL that you can give out to family and friends.
- Add your personal message/story. (*CHOP starts you with a default message, but you can change it.*)
- Embed a video to your page.
- Add an additional image to your page.
- Connect your social media profile.
- Subscribe to text alerts and CHOP emails.
- Make your fundraising page searchable or private, and choose whether donor names and gift amounts can be viewed by anyone who comes to your page.
- Send solicitation emails to your friends and family.

# Frequently Asked Questions

## Team Registration

### How do my team members register?

You can invite team members to register through your dashboard or have them go to [CHOPBuddyWalk.org](http://CHOPBuddyWalk.org) to join your team.

### What if someone who already registered wants to join my team?

Email us at [BuddyWalk@email.chop.edu](mailto:BuddyWalk@email.chop.edu), and we will add the person to your team.

### What is the registration cost for my team members?

Registration prior to the event: \$15 for adults, \$6 for kids 4-12, free for kids under 4.

### When does online registration close?

Online registration closes Friday, Oct. 2. If you miss online registration, you may register on event day. Registration on event day is \$18 for adults and \$8 for kids 4-12. Registration is free for kids under 4.



# Frequently Asked Questions

## Fundraising

### **Do you send tax ID letters for contributions?**

Yes, all donors will receive a letter documenting the charitable donation. People who make their gift online will receive the letter via email, and those who mail in checks will receive a letter in the mail.

### **How do I make credit card donations?**

Anyone with a credit card can make a gift directly on any personal or team fundraising page. Credit card donations can also be made at [CHOPBuddyWalk.org](http://CHOPBuddyWalk.org).

### **If I receive donations by cash or personal check, how do I submit them?**

Please make checks payable to The Children's Hospital of Philadelphia Foundation/ Buddy Walk and put your team name on the memo line. Though credit card donations via [CHOPBuddyWalk.org](http://CHOPBuddyWalk.org) are preferred, cash donations can be submitted on event day with your name, address and amount of money donated.

*You can mail checks and money orders to:*

The Children's Hospital of Philadelphia Foundation • Attn: Buddy Walk  
P.O. Box 40930 • Philadelphia, Pa. 19107

To ensure that you and your team get credit on your fundraising page for these gifts, your Dashboard will allow you to manually enter these amounts.

For more information about BuddyWalk, contact Holly Hubbard at 267-426-5339 or [hubbardHC@email.chop.edu](mailto:hubbardHC@email.chop.edu).







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**CHOPBuddyWalk.org**

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