



VIRTUAL WALK FUNDRAISING KEYS TO SUCCESS

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CAMP RONALD MCDONALD FOR GOOD TIMES



Introduction



CAMP RONALD MCDONALD'S WALK FOR KIDS



- Hosted the Walk since 2010
- 2010 raised \$145,000 vs. \$240,000 and counting in 2020—61% increase
- 2020 Fundraising breakdown:
 - \$165,000 fundraising teams
 - \$80,000+ Counselor team
 - \$14,000+ Teen Camper team
 - \$25,000+ Camper families/board of trustees
 - Remainder corporate/friends of camp teams
 - \$75,000 Sponsorship
 - \$2,109 Text to Donate
- 78% to our goal of \$305,000—continued Last Lap effort until June 30th





WALK FOR KIDS TIMELINE- 5 MONTH EFFORT

- Website launch December 2019
- Team recruitment January-March
- Kick Off Breakfast/Team fundraising focus March
- Walk for Kids Day- April 5th



TRANSITION TO VIRTUAL WALK FOR KIDS: EVEN IF WE CAN'T BE TOGETHER, WE CAN JOIN TOGETHER

- Two weeks to Walk Day we shifted to a Virtual Walk
 - Step 1: Focused on Communications and Define a Virtual Walk
 - Step 2: Began production of Virtual Walk to be hosted on the RMHCSC Facebook page on 4/5



VIRTUAL WALK FOR KIDS TOOLKIT



CORPORATE SPONSORSHIP RECOGNITION



- Walk Video with logo placement shared on social/email reaching 15,000+ constituents
- Social Media shout outs in addition to Walk Day inclusion:
 - 1 exclusive shout out for \$20,000+ sponsors
 - 2 shout outs for \$10,000 sponsors
 - 1 shout out for \$5,000 sponsors
- 'Thank you' graphic with sponsor logo shared on social media to 8,000+ constituents
- Family video thanking sponsor by name that can be reposted on sponsor's social media channels



WALK TEAM STRATEGIES

- Continue to...
 - Shout out on social media via your personal and/or team pages
 - Host contests
 - Cheer teammates on
 - Communicate via phone/facetime/social media/email
- #WhyWeWalk Videos
 - Tag @CampRonaldMcDonald and post a video sharing why you Walk for RMHCSC
- Count Down to the Walk for Kids on your social media to show your enthusiasm!



- Join us for the Virtual Walk for Kids on Sunday April 5th at [Facebook.com/@RMHCSocal](https://www.facebook.com/RMHCSocal) and be sure to tag @CampRonaldMcDonald
- Wear your Walk for Kids shirt and share on social media why you support RMHCSC and how you're walking (e.g. dancing in your living room, riding on your peloton, etc.)
- Schedule time to hang out virtually with your Walk for Kids Team and celebrate your fundraising success after the Walk for Kids (e.g. go live on social media together, schedule a FaceTime party, etc.)!
- Fundraising will continue as a "last lap" push until June 30th

CELEBRITY & INFLUENCER SUPPORT



Instagram Post by
Modern Family Star Julie Bowen



- Join our “virtual” red carpet and receive shout outs on our social media
- Invite your followers to like our social media accounts and join us on Walk for Kids Day on Facebook @RMHSoCal
- Start an Instagram or Facebook Fundraiser Pre Walk Day
- Share #WhyWeWalk for Camp Ronald McDonald for Good Times
- Engage with our growing community Facebook (5,000+ fans and followers); Instagram(3,000+ followers); Monthly E-newsblasts (6,000+ individuals)



WALK FOR KIDS DAY OF ACTIVITIES

Join us for the **Virtual Walk for Kids** on
Sunday April 5th
Facebook.com/@RMHCSoCal and be
sure to tag **@CampRonaldMcDonald**

What you'll see on our socials the day of
the Walk for Kids:

- Welcome from Vince Bryson, CEO and Walk for Kids Chair
- National Anthem Performance
- Route sponsor thank you's and mission impact facts
- Reposting your Walk for Kids activities that day!!

Stay tuned for post-Walk celebrations with incentives and prizes for our top walkers and "last lap" fundraising opportunities.

SUMMARY



GOAL

- Raise \$305,000 to provide critically ill children with comfort, care and support.
- Inspire our supporters to keep Walk for Kids and CRMfGT top of mind



SOCIAL MEDIA & HASHTAGS

- Follow us on Facebook on Virtual Walk day
Facebook.com/@RMHCSoCal
- Tag @CampRonaldMcDonald
- Hashtags:
#WalkForKids2020
#WalkForKids
#WhereHealingHappens
#forRMHC



KEYS TO SUCCESS

- Build Community
- Inspire through mission impact
- Set small attainable goals to get to your bigger goal



BIG TAKEAWAYS

- Be Innovative
- Messaging is Key
- Walk for Kids Committee
 - Defined roles for committee members based on their strengths
- Look to your passionate constituents
 - Counselors
 - Campers
 - Board Members
 - Donors
 - Influential People in your Community



UP NEXT...

- Thursday, April 23rd at 1pm PST:
Lauren Dascher, Events Manager
**Team Management- motivation,
communications, and
leveraging social media**
- Thursday, April 30th at 1 pm PST:
Shannon Edwards, Program Associate
**Specific Strategies Utilized by
our top fundraising counselor Walk for Kids Team**

