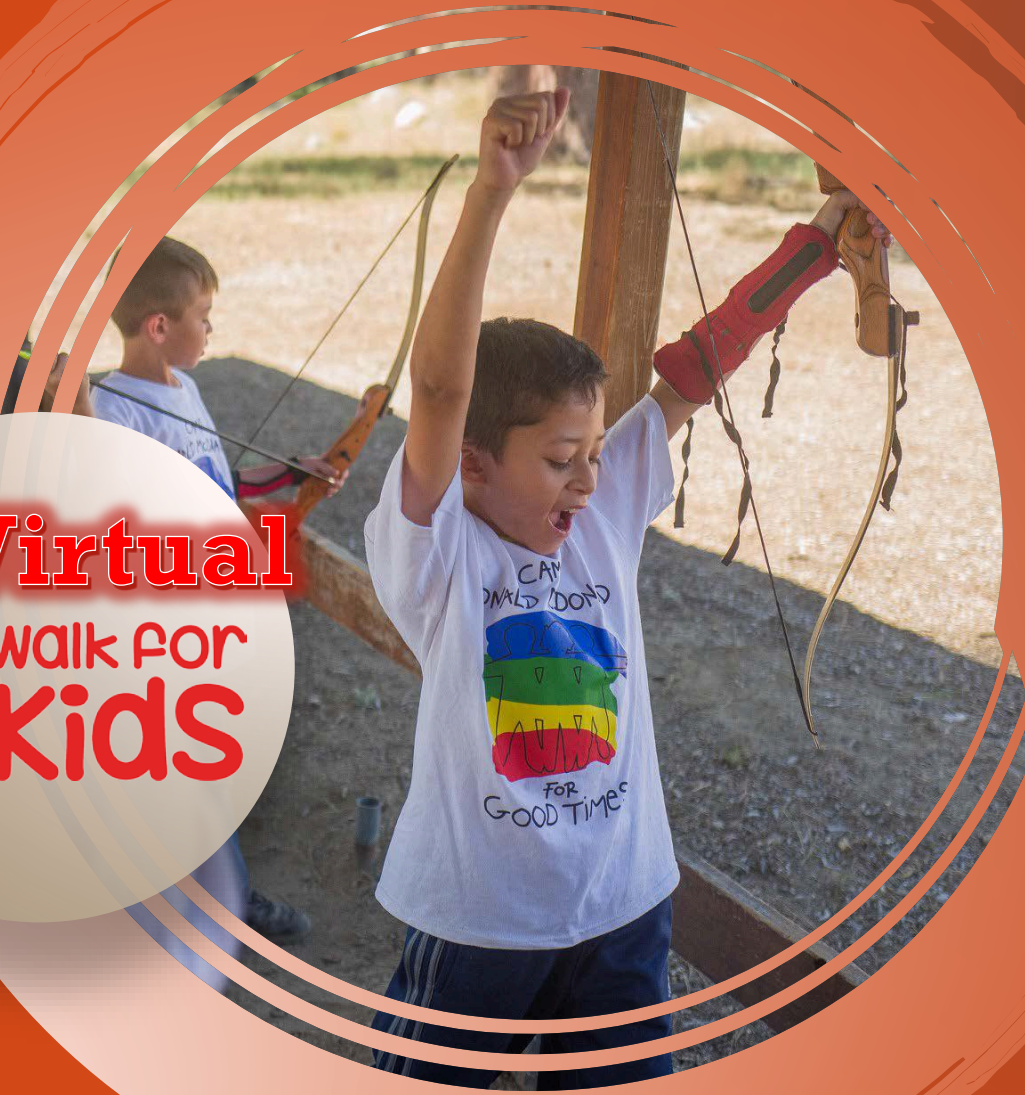


# VIRTUAL WALK COUNSELOR TEAM: KEYS TO SUCCESS

SHANNON EDWARDS

PROGRAM ASSOCIATE

CAMP RONALD MCDONALD FOR GOOD TIMES



RMHC  
Southern California

**Virtual**  
Walk for  
**Kids**







# CAMP RONALD MCDONALD FOR GOOD TIMES WALK FOR KIDS - COUNSELOR TEAM HISTORY



- Walk for Kids began in 2010
- 2010 – 2014: several Counselor teams, raising collectively \$30,000
- 2015: Counselor's United!
  - 2015 – \$60,638, 136 walkers
  - 2016 – \$62,738, 91 walkers
  - 2017 – \$47,422, 71 walkers
  - 2018 – \$43,492, 71 walkers
  - 2019 – \$56,430, 72 walkers
- 2020: \$83,314, 104 walkers







# COUNSELOR TEAM TIMELINE OVERVIEW- 5 MONTH EFFORT

- Counselor Team Captains Confirmed in November
- Website launch in December
  - Team Goals Set:
    - 100 Walkers
    - \$50,000
- Team recruitment January-February
  - Captains Brunch – Camp shares resources & builds community with all confirmed Walk Captains.
  - Call – a – thon
- Team fundraising March-April
  - Hit \$50,000 on March 27<sup>th</sup>!
  - In 8 days, raised an additional \$30,000
- Walk for Kids Day- April 5<sup>th</sup>
  - Final: \$83,314



# KEY STRATEGY #1

## **GROUND IT!**





# Counselor Walk Team Captains

## *The Ninja Turtles*



**Mollie Cameron**  
aka "Rafael"  
**THE MUSCLE**



**Brenda Escoto**  
aka  
"Leonardo"



**Jasmin Guzman**  
aka "Michelangelo"  
**THE HEART**



**Jonny Lim**  
aka "Donatello"  
**THE NUMBERS GUY**



# How do we raise more \$\$?



## ABC Model

**A players:** > \$1,000      ↑ resources : ↑ effort

**B players:** \$100 - \$999      ↓ resources : ↑ effort

**C players :** < \$99      ? resources : ↓ effort



## Intentions

1. Increase # of A players  
Motivate!
2. Groom B players into Super Walkers  
Increase # of B's  
Motivate!
3. Groom C players into B's  
Decrease amount of C players



## What Success Looks like

1. Increase the average \$\$ amount per A player  
More A's
2. Increase the average \$\$ amount per B player  
More B's
3. Less C players in general

**Virtual**



Walk for  
**Kids**

RMHC  
Southern California



# KEY STRATEGY #2: **ACCESSIBILITY**



# BE ACCESSIBLE

## Communication

- Divide & Support: 4 teams, 1 dream
  - Find the best mode of communication for each individual team member.
    - Email, text, call, Instagram and/or Facebook
    - Check in regularly – resources, updates, motivation, celebration
- Team Captain Meetings
  - In the final days of the walk, they reported meeting 3x daily!!



## Social Media Platforms

- Management of Walk for Kids via Counselor Team Facebook Group
  - Note: FB was the least utilized platform for communication.
- Created & managed Counselor Team Instagram account
  - Primarily utilized the story function

## Social Media Content

- New team members
- Top fundraisers
- Contest/incentive winners
- Heart-felt & authentic messaging





...L NAME WHIP FOR THOSE WHO DON'T QUITE KNOW US YET

*Jabrin*  
*Jenny*  
*Brenda*  
*of Malia*

A Message from your Captain

We did it! 4w

We are only  
**\$339**  
AWAY FROM OUR NEW GOAL  
OF  
**\$60,000**

THIS IS INSANE!!! YALL ARE RUSHING IT!!  
That's enough to send an  
**ENTIRE UNIT to CAMP!!!**  
WITH THAT BEING SAID, IT'S SHOUT OUT TIME!!!

@campronaldmcdonald

WELCOME  
to the camp  
**AMANDA**

**@AMANDAPHANDAAA**

WERE SO EXCITED TO HAVE YA!  
THANK YOU FOR CHOOSING TO HELP  
KEEP CAMP COST FREE!

We did it! 3w

**WE TRULY BROUGHT THE SPIRIT OF  
CAMP DOWN THE MOUNTAIN**

**Together we**  
**\$71**  
for our camp  
**families**

YOU SURPASSED YOUR GOAL!!

**YOU RAISED \$815 FOR CAMP**

AND HAVE BEEN SPREADING  
CAMP LOVE ALL THROUGHOUT  
SOCIAL MEDIA!

We are loving all the  
videos and fundraising  
that has been going on!

**THANK  
YOU**

FOR BEING THE ADVOCATES  
OUR CAMPERS NEED  
@campronaldmcdonald

WE'D LIKE TO TAKE A  
MOMENT TO SHOUT OUT OUR  
**Top 5 Walkers**  
DRUM ROLL PLEASE...

@CAMPRONALDMCDONALD

# KEY STRATEGY #3: **ENGAGE**





# BE ENGAGING



- Post on social media A LOT!
  - Make it interactive:
    - Cabin Night vs. Unit Night
    - No Shame for Camp
    - Dumb Dice Tournament
- Build a sense of community
  - Authentic calls to action
  - Focus on the Why!
    - #Whywewalk videos!
    - Share your story
    - Camp logo necklaces
  - Recognition
- Incentive/Contests







Prizes 🤔 9w



# FAST PASS for SUMMER 2020

that will guarantee the session AND role YOU want?

We're giving away TWO, yes TWO, Fast-Passes for Summer 2020!

All you have to do is register for the Walk by Friday March 6th!

@CAMPRONALDMCDONALD



Prizes 🤔 6w



HEY, HEY LISTEN UP, LISTEN UP

QUICK REMINDER THAT WE HAVE 2 CONTESTS GOING ON THIS WEEK!

## CAMP SOCK BUNDLE RAFFLE

To be qualified in this raffle:

Post about your Virtual Walk for Kids page on 2 social media platforms!

Be sure to tag us so we can enter you in the raffle!

## CAMP SWAG BAG CONTEST

To be qualified in this contest:

Raise \$100 this week!

Once you have raised \$100, its a race to see who can raise the most by Saturday morning!



Prizes 🤔 4w



## FINAL WEEK - PRIZES

These 5 prizes will go to the Top 5 Fundraisers of this final week!



### Tattoo on Mollie's Booty

Yup, you read that right... you can choose the tattoo your devoted Captain Mollie will have on her booty the rest of her life!

### FITBIT

Fitbit Versa 2 - get yo workout on boo!



### YOUR OWN STAR

We will name a Star after you! That you will be able to see whether you're at home or at camp!

### STAR WARS REBEL HELMET

This awesome prize is an exclusive collectable from Galaxy's Edge!



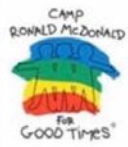
### Gift Card/ Exclusive Camp Merch Bundle

Exclusive and VINTAGE Camp Merch that only YOU will have! Plus some super sweet gift cards!



KEY STRATEGY #4:  
**BRING THE FUN!**





All proceeds go towards providing care, comfort, and support to children and their families impacted by cancer. Camp Ronald McDonald for Good Times provides a place where healing happens for children with cancer and their families.

## DONATION BINGO

VENMO:



## DONATION CHALLENGE

ALL PROCEEDS GO TOWARDS PROVIDING CARE, COMFORT, AND SUPPORT TO KIDS AND THEIR FAMILIES IMPACTED BY CANCER. CAMP RONALD MCDONALD FOR GOOD TIMES PROVIDES A PLACE WHERE HEALING HAPPENS FOR CHILDREN WITH CANCER AND THEIR FAMILIES.

venmo:



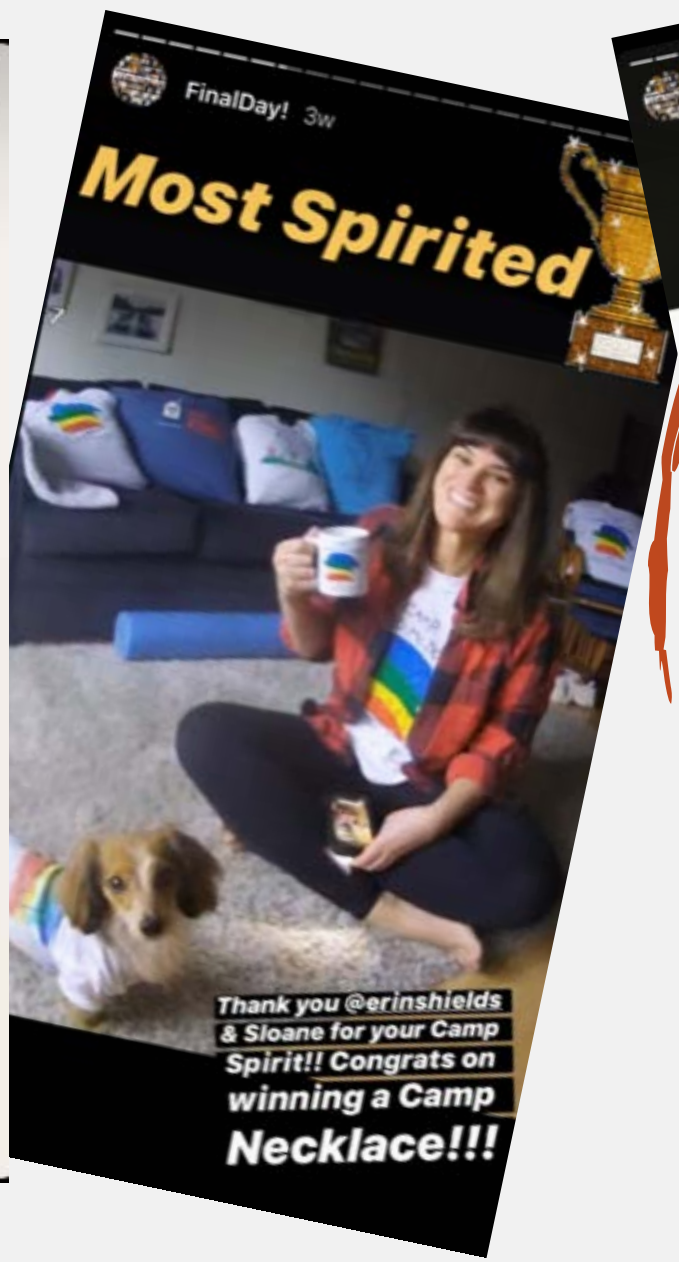
to learn more about camp ronald mcdonald:

Can we raise \$200 BY APRIL?

venmo







# KEY STRATEGY REVIEW

1. Ground It!
2. Be Accessible
3. Be Engaging
4. Bring the Fun!

