



How to Fundraise

Join Kids Walk to raise funds for pediatric cancer research and make a difference.

- Tip 01. Know Your Facts.** 100% of the funds raised through Kids Walk support pediatric cancer research at MSK. Make sure you give your donors all of the details!
- Tip 02. Rally Your Team.** Encourage your team members via inspiring emails, or plan team activities and fundraise together.
- Tip 03. Start Early.** It's never too early to begin raising funds for Kids Walk and pediatric cancer research. The sooner you start, the more likely you'll be to reach – or even surpass – your fundraising goal!
- Tip 04. Make it Personal.** Customize your fundraising page and add a photo. Tell your supporters why you're walking – the more personal, the more people will relate.
- Tip 05. Give to Yourself.** Lead by example and give your fundraising page a boost. It will show your supporters how important Kids Walk is to you!
- Tip 06. Ask, Ask, Ask!** You won't get what you don't ask for, so make sure you're asking! Reach out to friends, family and colleagues by mail, email, phone, or Facebook posts. You never know who will be inspired to give
- Tip 07. Say Thank You.** Say thank you to your donors as soon as they make a gift. Encourage others to do the same by acknowledging gifts publicly – Facebook is great for that!
- Tip 08. Get Social.** Tell your friends and family about Kids Walk and why you're walking. Share a link to your personal fundraising page on Facebook, Twitter, and Instagram. Encourage your friends to donate or get involved!
- Tip 09. Follow Up.** Many people who want to support you may need a small reminder. It's okay to follow up!
- Tip 10. Get Creative.** Have a party! You can fundraise in all sorts of ways. Plan a bake sale at school, organize a dress-down day at work or school for Kids Walk.

WALK WITH US.