



KIDS WALK
for kids with cancer

KIDS WALK TOOLKIT 2016

FUNDRAISING TIPS

JOIN KIDS WALK TO RAISE FUNDS FOR PEDIATRIC CANCER RESEARCH & 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. 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 08. Follow Up. Many people who want to support you may need a small reminder. It's okay to follow up!

Tip 09. 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. **See page 5 for more ideas!**

Tip 10. Cash Donations. What should you do when you receive cash & other offline donations?
See page 3!

WALK. FIGHT. UNITE.

Need more ideas? The Kids Walk team is here to help!
Contact us at kidswalk@mskcc.org or 646-227-2575



OFFLINE DONATIONS GUIDELINES

Offline donations can be sent in at any time before fundraising for Kids Walk 2016 closes on June 30th. Any gifts received before June 30th will count towards your specified team and/or participant's fundraising efforts. However, to ensure that your offline gifts are counted towards the event day total, please have any offline gifts submitted no later than April 23rd. Any gifts received before that date will be reflected on your specified team and/or participant's fundraising page and included in event day fundraising totals. All other gifts will be counted after event day.

NOTE : OFFLINE DONATIONS INCLUDE ANY GIFTS THAT ARE NOT MADE THROUGH THE KIDS WALK FOR KIDS WITH CANCER GIVING PAGE PLATFORM. WE STRONGLY ENCOURAGE CHECK, CREDIT CARD, AND MONEY ORDERS AS FORMS OF PAYMENT.

GENERAL GUIDELINES

All offline gifts must be accompanied by an offline donation form. Please follow the instructions below in order to ensure your donors receive proper recognition from MSK.

1. Complete form fully and accurately for each donor.
2. In the memo section of each check, the donor must include "Kids Walk" in the note and/or the participant or team's name that the donor is supporting.
3. Completed offline donation forms must be submitted to Kids Walk along with the checks that correspond to those listed on the form.

WHAT TO DO WHEN YOU RECEIVE:

CASH

The preferred methods of payment when donating to Kids Walk are online donations made directly to your fundraising page or check. However, if you are given cash donations, please follow directions below to transfer cash to a "money order."

Money orders are a secure payment method. Purchase a money order for the amount donated from your local Post Office, personal bank, or select Duane Reade stores. Then submit your money order to the Kids Walk Team for processing. Please note that there is a small fee for each money order you send.

Fees:

\$0.01 to \$500.00	\$1.25
\$500.01 to \$1,000.00	\$1.65



OFFLINE DONATIONS GUIDELINES

Benefits of a Money Order:

- If a money order is lost or stolen, you may be able to have it replaced.
- They are convenient, affordable, and widely accepted.
- Money orders are a good way to send cash that never expires.
- Money orders can be purchased at any Post Office location.
- You can send up to \$1,000 to any destination within the United States.

Mail your money order and offline donation form directly to:

Kids Walk for Kids with Cancer
Memorial Sloan Kettering Cancer Center
633 3rd Ave 12th Fl
New York, NY 10017

CHECKS

Please make checks payable to:

“Memorial Sloan Kettering Cancer Center” or “Kids Walk for Kids with Cancer”

Checks and offline donations forms can be submitted to the Kids Walk team by mailing directly to:

Kids Walk for Kids with Cancer
Memorial Sloan Kettering Cancer Center
633 3rd Ave 12th Fl
New York, NY 10017



SCHOOL FUNDRAISING IDEAS

Having trouble coming up with ways to fundraise for Kids Walk? Here are some ideas to help get you started! Remember, you know your audience best so be sure to think about what will work well at your school.

- **Hold a dress down day.** Does your school have a uniform or dress code? Students and faculty can pay \$5 to participate in a school wide dress down day.
- **Host a bake sale.** Have members of your team bake or buy baked goods and hold a bake sale at school. Make sure to advertise the sale the week before!
- **Coin competition.** Encourage competition between the grades! Place a jar for each grade somewhere public in the school. The goal is to fill your grades jar with the most coins. Pennies are negative points.
- **Get out of gym pass.** Students can pay \$5 in exchange for one pass to get out of gym class on any day of their choosing.
- **Sports tournament.** Hold a dodge-ball, basketball, or other sports tournament in the gym after school. Charge a small fee for students to play as well as one for spectators.
- **Organize a car wash.** Organize a car wash in your local community. Spend a day washing cars with your team to benefit Kids Walk!

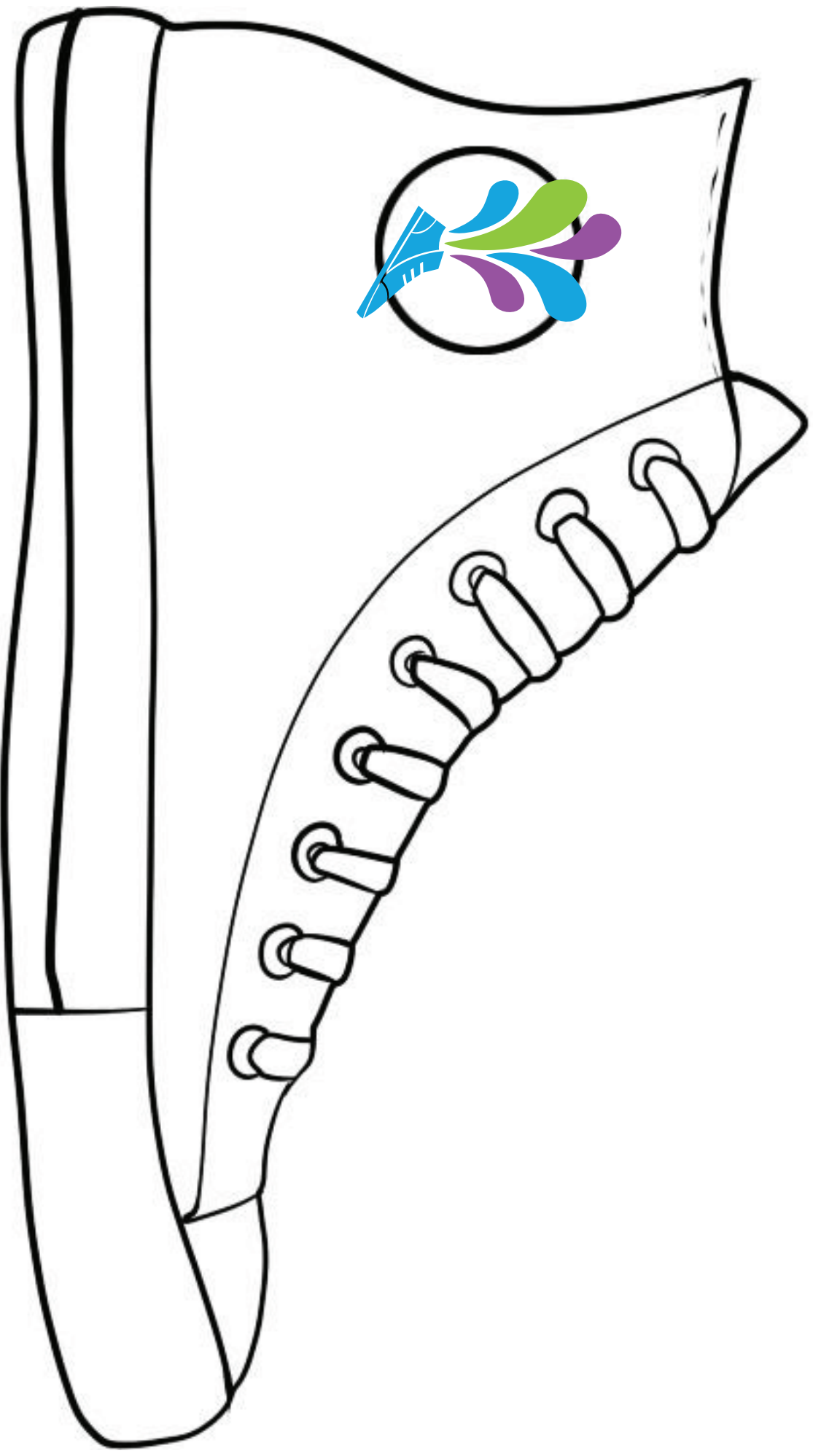
WALK. FIGHT. UNITE.

Need more ideas? The Kids Walk team is here to help!
Contact us at kidswalk@mskcc.org or 646-227-2575



“WHY I WALK” SHOE

Kids Walk students created paper Kids Walk shoes as a way to spread the word. Students wrote a message about why they were walking and shared it on social media. When you share your “Why I Walk” photo, be sure to include our hash tags - #KidsWalk and #WalkWithUs.



KIDS WALK SCHOOL TEAMS 2015

Allen-Stevenson	High School for Community Leadership
Avenues School	High School of Economics and Finance
Bard High School Early College	I.S. 276
Beacon School	Little Red School House and Elisabeth Irwin High School
Brooklyn Academy of Science and The Environment	Lycee Francais de New York
Bird School	MS51/BNS
Brearley	Munzing
Bronx Science	Packer
Brooklyn Tech	Poly Prep
Calhoun School	Saint Ann's
Convent of the Sacred Heart	Stuyvesant
Corlears School	The Birch Wathen Lenox School
Dalton	The Goddard School
Dwight School	The Spence School
Eleanor Roosevelt High School	Trinity
Fieldston	Westfield High School
Fordham Prep	
Horace Mann School	

