

Fundraising Tips

IMPRESSIVE STAT

100% of every dollar raised through Kids Walk supports MSK Pediatrics. Share this fact with potential donors!

MAKE IT PERSONAL

Why do you walk? Share why participating in Kids Walk is important to you. Write something meaningful and update your fundraising page. Include a photo of yourself, your team, or that special person you're walking for in Central Park!

APP

Do your fundraising on the go! Download the free Kids Walk app for iPhones or Androids. Use the pre-written messages to send texts, emails or post on Facebook, and share your fundraising progress. Each message includes your personal fundraising link to make it easier for friends and family to donate. Group texts are also a great way to spread the word about your fundraising efforts!

JUST ASK

It's not always easy to ask people for money and might feel awkward at first, but think of it this way — you're giving them a chance to make a difference in the lives of kids with cancer. You can use email, phone, text, or social media to reach out to friends, family, and classmates for donations!

THE BEST GIFT

Donate your birthday, graduation, or other special occasion to Kids Walk by asking family and friends to support your walk instead of giving you gifts you don't really need. Update your fundraising page to mention that you'd like donors to help you celebrate.

BE A TEAM CHEERLEADER

Rally your team to add new members—the bigger your team, the more money you can raise for pediatric cancer research! You can also get teammates excited to help you plan and participate in a team fundraising activity together.

SAVE YOUR MONEY

Consider giving up a regular activity for a month (your morning coffee, allowance, or lunch money), and donate the money you save to Kids Walk.

CHORES FOR DONATIONS

Brainstorm how to raise money during a typical day. Ask your parents if you could do more chores around the house. Help cook dinner, walk the dog, take out the trash, or make your own school lunch.

HOST A SCHOOL FUNDRAISING ACTIVITY

With your school's permission, host a bake sale and ask your team members to provide the baked goods! Organize a uniform dress-down day by asking students to pay a small fee to not wear their uniform. Then, put all proceeds towards your fundraising goal.

THROW A COMPETITIVE EVENT

Have a Wii, Xbox, Bocce, board game or Can Jam challenge for prizes, and charge each entrant a participation fee. This fee will count as a donation. Think up a fun and creative prize for the winners!

HOST A GET-TOGETHER

Invite friends, family, or your classmates over for game night. You can provide the refreshments, activities, and fun. Charge an entry fee, and let your guests know that all of the money will go directly to your fundraising page.

MAKE A VIDEO

Grab your phone and ask a friend to record a short video of you (about 30 seconds). Explain why you're raising money for Kids Walk and why it's meaningful to you. Then, share your video through email and upload it on Facebook or Instagram — don't forget to include a link to your fundraising page!

GET SOCIAL!

Reach a big audience in one post by sharing your fundraising page link on social media, and explaining why you've joined Kids Walk.

POST A STORY ON SNAPCHAT & INSTAGRAM

Make a sign and post to your story with this message: "I'm raising money for pediatric cancer research with Kids Walk to help kids with cancer. To donate, go to kidswalkmsk.org and search for my name. Every dollar makes a difference. Thank you!"

CREATE AN INSTAGRAM STORY POLL

Remind people to donate through this interactive poll feature by taking a photo, and then pulling the bottom screen up and clicking "poll." You can post the question "Have you donated to me yet?" And post the answers "Of course" and "Not yet..." When you try it, don't forget to include your fundraising page link in your Instagram bio!

DOUBLE YOUR DONATIONS

Many companies have matching gifts programs to encourage employees to make a difference. Ask your parents, aunts, uncles, and donors if they work at one to find out if their gifts can be doubled. Questions? Contact matchinggift@mskcc.org or 800-585-4118.

BE SURE TO FOLLOW UP

Don't feel like you're bothering someone by asking them to donate if they haven't gotten the chance to yet. People are busy and will appreciate the reminder. Try a different approach — if you've already tried emailing, experiment with a Facebook message next time.

SHOUT OUT

Thank your donors for supporting you and Kids Walk by shouting them out on Facebook. Your post may inspire other friends to donate, too!

SAY THANKS

If someone gives you a gift, send a thank you as soon as you can! Consider sending a handwritten note through snail mail, or send them a heartfelt text with emoji smiley faces.