



FUNDRAISING GUIDE

LOCATION

We're going VIRTUAL this year!

DATES & TIMES

September 7th – September 12th

"Get Ready, Get Set, Go!"

This week, focus on reaching your walk and fundraising goal.

Sunday, September 13th

"Together We Walk"

10:15 am Individual Warm Up

10:30 am Individual Walk **START**

Monday, September 14th

"Post Event Wrap-Up"

Results from the event will be shared!



#MHKCWalk





WELCOME WALKERS!

THANK YOU for registering for the Walk, Roll, or Stroll. We are so happy to have you join us! You've already taken the first step by registering to participate. The following information will provide you with the tools and resources you need to raise money and be ready to raise funds and support MHKC!

At the walk, we raise money for an outstanding summer camp that EMPOWERS children and adults with disabilities. As one of the largest programs of its kind in the U.S., every year Mt. Hood Kiwanis Camp offers a unique opportunity for more than 500 campers to experience the outdoors in its fully accessible 22-acre campsite. Despite campers' cognitive, developmental or physical disabilities, recreational activities are adapted to each ability – activities that we all love, like horseback riding, hiking, canoeing, swimming, dancing, whitewater rafting, and more!

The Walk, Roll, or Stroll is our second largest annual fundraiser. This fundraiser helps support the daily operations of Camp. Currently, it costs MHKC \$3,550 to send a camper to Camp.

However, we charge campers only \$1,300, to honor our pledge to keep Camp as affordable as possible to families. The contributions you raise for the Walk, Roll, or Stroll go towards the costs of operating the Camp, allowing MHKC to continue to positively impact our campers' lives.

In addition to being a fundraiser, the Walk, Roll, or Stroll is a super-fun, family-friendly event, where campers, counselors, staff, and MHKC friends can show their love and support of Camp. We encourage all of our walkers to invite their friends and family to join in the fun.

ANY QUESTIONS?

Don't hesitate to contact Skye Burns:
skye@mhkc.org -OR-
 (971) 230-2928



WHAT DOES THE WALK, ROLL, OR STROLL LOOK LIKE THIS YEAR?



To ensure the health and safety of our community, we will be “walking, rolling or strolling” virtually this year in support of MHKC. With this new opportunity, comes some new ways to have fun! This year, check out the two ways you can enjoy this fun-filled event!

Monday, September 7 - to - Saturday, September 12

Get ready, get set, go! From September 7th to September 12th, set your walking goal and get outside. Whether you choose to walk a 1k or go for gold with a goal of walking a marathon by the end of the week, this is the perfect opportunity to do what works best for you!

Ask your friends and family to support you by donating to each mile you achieve towards your goal this week.

Stickers will be awarded for each goal you hit (1k, 5k, 10k, 15k and Marathon).

Sunday, September 13

Miss the fun of being with everyone?! Join us on Sept. 13th as we all walk together (virtually). Whether you want to walk the traditional 5k (3,500 steps) or just log in to Facebook to check out the fun, know that your fellow MHKC friends will be out in support of this fun event!

Warm up with us at 10:15am and then get moving with a 10:30am start. We will be sharing fun videos of everyone walking along with other surprises!

Who knows, maybe we will even be able to get Ebenezer to join us this year?!

THEN... Tune in to social media on September 14th as we share the results from this wonderful event!

Winners will be announced along with videos that were shared from participants.

FUNDRAISING TIPS



SHARE ON FACEBOOK

Let your Facebook friends know that if each person donated just \$10, how much you would raise. Is it \$500? \$1000? Post your personal fundraising page link on your Facebook page.

NUMBERS GAME

On average, one in five fundraising emails will result in a donation. The more emails you send, and the more personal you make them, the better your results will be!



THIRD TIME'S THE CHARM

It takes an average of 3 requests before a person will take action and make a donation. What are your three methods? Perhaps an email, in person request, and Facebook post?

HAVE A GOAL

Set a specific team goal to motivate team members in their fundraising efforts.



DROP A LINE

Letters by snail mail (GASP!) or sending emails are an easy way to reach out to your friends and family. You can also send emails from your MHKC walk page- we even provided a template you can customize!

DINNER PARTY

Get creative with a fundraising party at your house. Ask friends for a \$10 donation to attend and then pass-the-hat. How about hosting a backyard gathering with a yard game tournament where people pay to play- and win a donated item. Get creative!

ADD LOCAL FLAVOR

Hold your fundraising party Portland style! Many breweries, taphouses and restaurants around town will split proceeds with you if you host a fundraising party at their place. Ask around!

ASK THE MAN

Ask your employer to match donations made by employees to your walk team or request a corporate sponsorship. Ask the camp office for a sponsorship packet—we're more than happy to help!



SPECIAL OCCASIONS

Have a birthday, anniversary or holiday coming up? Instead of gifts, ask for donations! Pro-tip: you can ask for birthday donations through Facebook!

MAKE SALE

Are you a quilter? Knitter? Crafter? Why not throw a sale to raise funds for your team? If you've got creative friends, combine your crafts for even more fun!



SPARE CHANGE JAR

Collect your spare change in a jar and donate those funds to your team! You can encourage friends and family to drop their change when they visit your house. To encourage co-workers, put a spare change jar in your office kitchen!

BOTTLES AND CANS JUST CLAP YOUR HANDS

Collect cans and bottles at your house. Ask your friends and neighbors to contribute as well. Then, visit your local bottle drop to earn cash for your team!



TIME TO GET SOCIAL!

Are you looking for some inspiration?

Unsure how to connect with your network over social media?

Simply copy and paste one of the sample messages below!

When posting, be sure to include the *direct link* to **your personal fundraising page**.

1 This summer I'm supporting Mt. Hood Kiwanis Camp by joining the Virtual Walk, Roll or Stroll! At MHKC, campers with disabilities spend a week flying on the zipline, whitewater rafting, canoeing, riding horses, and more! At Camp, all abilities thrive. Help me support this mission with a donation to my fundraising page, here: **[your link]**.

2 Did you know that every summer over 500 campers with disabilities spend a week enjoying the Mt. Hood National Forest at Mt. Hood Kiwanis Camp? At this one-of-a-kind organization, campers go fishing, hiking, canoeing, horseback riding, rafting, ziplining and more! It's the one place they go every year where all abilities thrive. That's why I am supporting MHKC at their annual fundraiser, the Walk, Roll or Stroll! Please help me support MHKC by making a donation to my fundraising page, here: **[your link]**.

3 Why am I supporting Mt. Hood Kiwanis Camp this summer? Because there are very few places where people with developmental disabilities can be unapologetically themselves, but at Mt. Hood Kiwanis Camp, all abilities thrive. Every summer, over 500 campers swim, canoe, hike, bike, fish, and more in the Mt. Hood National Forest thanks to MHKC. But this magic wouldn't happen without our support. Sign up for MHKC's annual fundraiser, the Walk, Roll or Stroll, learn more, or make a donation to my fundraising page, here: **[your link]**.

SOCIAL MEDIA TIPS

Make it personal! Include a story about your experience or connection to MHKC.

Include a photo or video of camp! Here are two great videos about MHKC:

>> **ABOUT MHKC:**
bit.ly/2JKZanD

>> **MEET CAMPER AJ:**
vimeo.com/409521313

Link to MHKC pages:

f Mt. Hood Kiwanis Camp
t @kiwaniscamp
i @mhkcamp

Use our hashtag when posting about the event:
#MHKCWalk

HOW TO RAISE \$500 IN JUST 9 DAYS!

1

Start by sponsoring yourself with a \$25 donation.

\$25
TOTAL

2

Ask two family members to contribute a \$25 donation.

\$75
TOTAL

3

Ask five friends to contribute \$10.

\$125
TOTAL

4

Ask five colleagues or co-workers to contribute \$10.

\$175
TOTAL

5

Ask five neighbors to contribute \$10.

\$225
TOTAL

6

Ask five people from your school or place of worship to donate \$10.

\$275
TOTAL

7

Ask your boss for a company contribution of \$75. Or, ask if the company would consider offering matching funds.

\$350
TOTAL

8

Ask five local merchants to sponsor you for \$20.

\$450
TOTAL

9

Ask two businesses that you frequent, such as a dry cleaner, bike shop, or bank, etc. to contribute \$25.

\$500
TOTAL