



The **SUBURBAN ADVENTURE** is the largest fundraising event that HopeKids conducts here in the Twin Cities. This one event helps raise a significant percentage of the money we need each year to provide all the events that our families enjoy attending so much. Plus it is a great fun day!

As an organization our mission is to come alongside your family and provide you with an ongoing calendar of events so there is always something to look forward during this difficult medical journey you are on. We promise to do this 364 days of the year. If your family has benefited from the events we provide would you please come alongside us for just 1 day and participate in the Suburban Adventure?

Your participation will help have a big impact and ensure that there will always be events on our calendar for all our families and the new families that joining every week.

**It's simple. STEP 1** is to register your participation in the Suburban Adventure online at FirstGiving. **STEP 2** is to create your team fundraising page (**a detailed step by step guide to help you is at the bottom of this document**). Once you have created your fundraising page, personalize it with your story and why you are doing this and set a fundraising goal. Then send the link to your fundraising page to family and friends and ask them to support your efforts to walk and run to support HopeKids.

#### **OFFLINE DONATIONS:**

- Aside from using your fundraising website you can also collect "offline" donations of cash and checks.
- You can also manually list those on your fundraising page so it accurately reflects the amount of money your team has raised.
- Bring those cash and check donations with you on the day of the events in an envelope clearly marked with your Team Name and the total enclosed.
- You can also collect all your donations "offline" and not use a fund raising page if that is what you prefer.

***All money raised from this event directly benefits HopeKids Minnesota.***

## **ORDER OF EVENTS:**

**8am:** Registration starts

**9am:** 5k Run and 10k Run

**9.30am:** 5k Walkathon

**11am:** Kids Fun Run

**11.30am:** The Great Minnesota Mascot Race

**12pm:** Lunch and Entertainment

## **FUNDRAISING INCENTIVES:**

1 - Any fundraising team that raises \$500+ will receive FIVE Suburban Adventure t-shirts

2 - The fundraising team that raises the most money will receive \$500 in gift cards.

## **IMPORTANT NOTES:**

- Unlike many fundraising events of this nature there is no registration fee. However, we are asking that all teams raise a minimum of \$100 for participation in the Suburban Adventure (2009 and 2010 winning teams have raised more than \$3,000!!)
- Please also submit a registration below on the HopeKids website like you always do for all events you attend.
- Encourage your family and friends to support you! Either by donating to your team, or they could join your team and create their own fundraising page. The more people you have on your team the more chance you have to win the \$500 prize!!!
- The 5k and 10k runs are both "**All Terrain Runs**" encompassing pavement and sand. The 5k and 10k runs are not certified courses.
- The 5k Walkathon is all paved and will be wheelchair accessible. Wagons, strollers, scooters etc for the kids are welcomed. **No pets allowed.**

## **FUNDRAISING TIPS:**

Here are some ideas that families have done past years to help raise money for the team:

- Emailed their fundraising page to address book
- Posted the link on facebook
- Tweeted the link
- Posted the link on their Caringbridge site
- Lemonade stand
- Submitted grant requests from their company
- Employee matching gift programs
- Bake sale at work
- Organized an "jeans day" at work
- Organized a potluck lunch fundraiser at work
- Organized many other types of their own small fundraising events for their team

## **PICNIC LUNCH:**

At 12pm a picnic lunch will be served for everyone. Please bring folding chairs, blankets and whatever you want to get comfortable and pull up a piece of grass as we all share lunch together! If families do require some shade, respite will be available inside the community center.

## **ENTERTAINMENT:**

At the completion of the Walk and Run there will be a great "**Kids Fun Run**" around the lake. It is a lot of fun! The kids LOVE IT!! That will be followed by "**THE GREAT MINNESOTA MASCOT RACE**"!! Hilarious, not to be missed.

Here is some of the fun to look forward to after the walk and runs are completed:

- Lunch
- Swimming pool, playground, basketball, beach volleyball
- Dog agility demonstration
- Race cars
- Plus more to be announced so check back here

## **FAQ'S:**

*Does my team have to all walk?*

No, each team member can choose 5k walk, 5k run or 10k run. On the day you will register at the "Team Fundraising" tent and then any team members that want to run will then go register for the run.

*How many can there be on my team?*

As many as you want. Unlike most fundraising events, there is no per person registration fee, however we are asking each team to raise a minimum of \$100. We do ask that other families that you wish to attend "join" your team by creating their own page and help you fundraise.

*Is there a form I can use to collect "offline" gifts of cash and checks?*

Yes, the next page is a "pledge" form or "sponsorship" form that you can use to email or print and use snail mail or personally hand to people to use to collect donations.



## SPONSORSHIP FORM

*Yes, I would love to support you  
as you participate in the  
2011 Suburban Adventure Walk and Run  
benefitting HopeKids.*

- \$25 Single** ("Twenty five is easy for me, you are doing all the hard work")
- \$50 Family** ("Just one less dinner out at a restaurant this month for us!")
- \$100 Franklin** ("This will make your accounting so much easier")
- \$250 This will make me smile** 😊
- \$2,000 My New Best Friend!!**
- You Name It \$ \_\_\_\_\_**

### **Payment Details**

- Check Enclosed (*payable to HopeKids*)
- Money Order (*payable to HopeKids*)
- Cash Enclosed
- My company will match this gift. The completed form is attached.**

Thank you for your kind support. **PLEASE** get this form back to me no later than \_\_\_\_\_. If you forget to get it back by then – are you kidding! – of course, I'll still accept your gift!

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address



HopeKids is a 501(c)(3) nonprofit charitable organization, founded in Arizona in 2001, serving more than 700 children and families in the Twin Cities and surrounding areas. HopeKids also has local chapters in Phoenix, Arizona and Salt Lake City, Utah.

HopeKids is not a wish organization. We are not a support organization. We are a HOPE organization. We believe our mission, our focus, and our program is truly unique.

We have an ongoing program of regular highly-anticipated events and activities to which all the children and their families in our program are invited. This helps restore fun, excitement and hope to what can be a difficult and uncertain future. Believing that the power of a "wish" is in the anticipation, we have created a program where there is constant anticipation of what is coming next, strengthening a child's ability and willingness to fight.

We do have a support community, but it is uniquely powerful. Our community of children and their families get involved in each other's lives. They encourage and support each other. What is unique is that we have children who are newly diagnosed, children who are in the midst of difficult treatment, and children who are healed and now cancer-free! One of the most inspiring moments is when a child who has just been diagnosed with a particular cancer, meets a child who has been healed from that same cancer. You can almost see the light go on as they realize that this battle is one they can win.

Everything we do is about hope. It is about surrounding these remarkable children with a message that hope is a powerful medicine and that we will come alongside them and walk through this together. It is our heart. It is our message. It is our mission.

**[www.HopeKids.org](http://www.HopeKids.org)**

# STEP BY STEP GUIDE TO REGISTERING AND CREATING A FUNDRAISING PAGE:

## STEP 1: Registering your participation for the 2011 Suburban Adventure.

1. Check the box to register online.

You selected **Suburban Adventure**

Would you like to register for this event?

**Yes register online now**  
Yourself or others

**Already registered for this event on FirstGiving**  
Create my fundraising page  
Have your [registration code](#) handy

**continue >**

2. This will be the number of people that you will be registering for. Family and friends have the option to "join your team" by registering themselves and creating their own fundraising page that links to your team page. Our desire is that everyone you are bringing with you to the Suburban Adventure also helps your team fundraise in support of HopeKids!

How many people are you registering?

For: Suburban Adventure

Select a registration type	Qty	Price
<b>Walkers/Runners</b>	0	\$0.00
<b>Virtual participant</b> Would like to raise funds, but cannot attend the event	0	\$0.00

Please read and agree to the waiver below

I do, for myself and for and on behalf of my family, as well as for any other members of my family or friends participating with me, with their explicit knowledge and permission, do hereby release, forever discharge and agree to hold harmless HopeKids, Inc. and Tradition Companies and the directors, staff and any agents thereof from any and all liability, claims or demands for personal injury, sickness or death, as well as property damages and expenses, of any nature whatsoever which may be incurred by attending this event.

I have read and agree to the above waiver

**continue >**

3. If you have an existing FirstGiving profile you can sign in using that, otherwise create a new profile.

You're registering 4 people for Suburban Adventure

Please sign in or create a new profile

Your email |jtaylor

I'm new to this site

I have an account and my password is |\*\*\*\*

[Forgot your password?](#)

**continue >**

4. You can register for all you and your family at once or anyone else that will be on your team.

Who are you registering?

Who are you registering?

Yourself and others

Other people only

**continue >**

5. Here you will register for each person that will be attending the Suburban Adventure with you. You can also let us know here if any of them will be running rather than walking. (Please note, by default, the system allows you the option to create a different fundraising page for each person you are registering for. However, most will elect to create only one fundraising page that represents all those you are registering for. They will all be on "your team" they just won't have their own personal pages.)

Event registration

For:

\*Required field

Title \* First Name \* Last Name \*

Mr. [ ] [ ] [ ]

Address

[ ] [ ]

City State Zip code

[ ] MN [ ]

Country

United States of America [ ]

Email address

[ ]

Registration type \*

- please select - [ ]

Phone number \*

[ ]

Will this participant be running the 5k or 10k? \*

Yes

No

Any team that raises \$500 will receive 5 Suburban Adventure t-shirts!

What is this participant's t-shirt size? \*

- please select - [ ]

**continue >**

6. After you have registered your **FIRST** person, enter a "team name" and click "add+". (Family and friends that are registering for themselves and wanting to join your team can use the "Find a team to join" option.)

Want to be part of a team? No thanks. Skip this >>

**Find a team to join**

Team name:  Organization name:  search

Show all teams (e.g. - place of work, school, church group, etc.)

**Add a new team**

Enter team name:  Enter organization name:  add +

(e.g. - place of work, school, church group, etc.)

7. You will now be back at the "Event Registration" page ready to register the attendance of your next person. Note in the top left corner now has **"Person 2"** in bold. This time there is a check box added defaulting this person to be added to your team. Complete & press "continue."

**Now registering:**

- Josh Taylor
- Person 2**
- Person 3
- Person 4

**Event registration**

For: Person 2

Title \*  First Name \*  Last Name \*

Address

8. You will repeat Step 7 for each person you are registering for.

9. After you have created your team you will need to confirm your registration. Since the Suburban Adventure does not charge a per person registration fee your fee is listed as \$0.00. You will receive an email for each person registered and a registration code. Next step is to create your fundraising page. Most likely you will be creating just one fundraising page for your family so you will only need one of the

### Registration Summary

An email has been sent to you with your registration details.

Registrant name	Registration code	Category	Price
Mr.	JGR0pV	Walkers/Runners	\$0.00
Mrs.	JGRxH	Walkers/Runners	\$0.00
Mrs.	JGR3Z	Walkers/Runners	\$0.00
Mr.	JGRAI	Walkers/Runners	\$0.00
<b>Total:</b>			<b>\$0.00</b>

[create your page >](#)

### STEP 2: Creating your fundraising page for the 2011 Suburban Adventure.

10. Your fundraising page is only a couple of clicks away. Click "create your page."

### Registration Summary

An email has been sent to you with your registration details.

Registrant name	Registration code	Category	Price
Mr.	JGR0pV	Walkers/Runners	\$0.00
Mrs.	JGRxH	Walkers/Runners	\$0.00
Mrs.	JGR3Z	Walkers/Runners	\$0.00
Mr.	JGRAI	Walkers/Runners	\$0.00
<b>Total:</b>			<b>\$0.00</b>

[create your page >](#)

11. Choose a name for your Fundraising page. Can you use your team name or family name, whatever you want. The fundraiser URL will show you what your website address will be.

### Create Your Fundraising Page

Title

Fundraiser URL

[create your page >](#)

12. Time to personalize your page and share the address with family and friends and ask them to support your efforts in raising money for HopeKids as you walk and run for **HOPE!!**

You've created a fundraising page!

**Personalize your page and share it with friends and family**

Add a photo, write a personal message, set your fundraising target, and more...

Share your fundraising page with friends and family and ask them to make donations

[edit your page >](#)